



# **The 2014 City of Rockville Community Survey**

## **Report of Results**

January 2015



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## Preface

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The City of Rockville welcomes the opportunity to hear from residents regarding their community. The 2014 Community Survey, the eighth in a series of such surveys conducted since 2001, is one way we make sure we know what residents think about local government and the quality of life in Rockville. The survey serves as a consumer score card by letting us know what residents think is working well and what is not in City service delivery. The survey also permits Rockville residents to make judgments about the quality of life here, and to indicate what they like about and what can improve in our community. The results of the survey comprise a major component of Rockville's work to measure performance, and also are intended for use in planning and resource allocation. We appreciate the responses given by those who participated in the survey. We hope that you will find these results interesting and useful.

The Rockville Community Survey is comprehensive, covering many topics related to life in this community. The 2014 report of results is organized around the eight Mayor and Council Critical Success Factors. These are:

- ◆ Effective City Service Delivery
- ◆ Good Governance
- ◆ Livable Neighborhoods
- ◆ Fiscal Responsibility
- ◆ Well-Planned Community
- ◆ Engaged Residents
- ◆ Responsible Economic Development
- ◆ Stewardship of Infrastructure

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## Executive Summary

### Summary of Comparisons

The City of Rockville elected to have their results compared to those of other jurisdictions around the nation. These comparisons are made possible through National Research Center's national benchmark database, which contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. Where comparisons are available, Rockville results are noted as being "much higher," "higher," "similar to," "lower" or "much lower" than the benchmark. These evaluations come from a statistical comparison of Rockville's rating to the benchmark. (For more information, please see the *How the Results Are Reported* section in the full report.)

Evaluated against the 2014 benchmark comparisons, the following items were:

Much higher than the benchmark	<ul style="list-style-type: none"> <li>Emergency preparedness</li> <li>Refuse collection</li> <li>Recycling services</li> <li>Leaf pick-up</li> <li>Street repairs and maintenance</li> <li>Street sweeping</li> <li>Adequacy of street lighting in your neighborhood</li> <li>Snow and ice removal</li> <li>Sidewalk maintenance</li> <li>Ease of travel by car</li> <li>Ease of travel by transit</li> <li>Water and sewer services</li> <li>Appearance of City parks</li> <li>The City of Rockville's website</li> <li>Current information (on City's website)</li> <li>Appearance (of City's website)</li> <li>Overall customer service</li> </ul>	<ul style="list-style-type: none"> <li>Recreation centers</li> <li>Recreational programs</li> <li>Athletic fields</li> <li>Range of activities available in parks and recreation centers and facilities</li> <li>Building permit process</li> <li>Senior citizen programs and services</li> <li>Services to youth</li> <li>Overall quality of services in Rockville</li> <li>I am pleased with the overall performance of the City of Rockville Mayor and Council</li> <li>I receive good value for the City taxes I pay</li> <li>The City welcomes citizen involvement</li> <li>The City listens to its residents</li> </ul>	<ul style="list-style-type: none"> <li>Overall appearance of Rockville</li> <li>City-sponsored special events</li> <li>Overall quality of life in the City of Rockville</li> <li>Overall quality of neighborhood</li> <li>Opportunities to attend cultural or arts events</li> <li>Rockville as a place to raise children</li> <li>Sense of community</li> <li>Openness and acceptance of the community toward people of diverse backgrounds</li> <li>Health and wellness opportunities</li> <li>Residential property maintenance code enforcement</li> <li>Overall quality of business and service establishments in Rockville</li> </ul>
Higher than the benchmark	<ul style="list-style-type: none"> <li>Crime prevention efforts</li> <li>Ease of travel by bicycle</li> <li>Courtesy (of City employees)</li> <li>Knowledge (of City employees)</li> </ul>	<ul style="list-style-type: none"> <li>Follow-up (of City employees)</li> <li>Responsiveness (of City employees)</li> <li>I am pleased with the overall direction that the City government is taking</li> </ul>	<ul style="list-style-type: none"> <li>Ease of navigation (of City's website)</li> <li>Used a Rockville recreation center</li> <li>Used a Rockville park</li> </ul>
Similar to the benchmark	<ul style="list-style-type: none"> <li>Enforcement of traffic laws by Rockville Police Department</li> <li>Ease of travel by walking</li> <li>Playgrounds (play equipment)</li> </ul>	<ul style="list-style-type: none"> <li>Drinking water quality</li> <li>Rockville's natural environment</li> <li>City of Rockville utility billing</li> </ul>	<ul style="list-style-type: none"> <li>The Rockville Channel (Cable Channel 11) programming</li> <li>Had contact with a City of Rockville government employee</li> </ul>
Lower than the benchmark	<ul style="list-style-type: none"> <li>Overall City of Rockville police services</li> </ul>	<ul style="list-style-type: none"> <li>Safety in business areas in Rockville after dark</li> </ul>	

Much lower than the benchmark	<ul style="list-style-type: none"> <li>◆ Rockville as a place to retire</li> <li>◆ Safety in your neighborhood after dark</li> <li>◆ Safety in your neighborhood during the day</li> </ul>	<ul style="list-style-type: none"> <li>◆ Availability of affordable housing</li> <li>◆ Safety in business areas in Rockville during the day</li> </ul>	<ul style="list-style-type: none"> <li>◆ Experiencing housing costs stress (housing costs 30% or MORE of income)</li> <li>◆ Participated in a Rockville recreation program</li> </ul>
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## Survey Background

The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the City’s performance management is to collect feedback directly from our customers. The City is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The City contracted with National Research Center, Inc. (NRC) to conduct the 2014 City of Rockville Community Survey.

The Rockville Community Survey was created in 2001 to gather the resident perception data needed for the City’s performance measures. Since then, a community survey has been conducted biennially to continue to measure resident opinion and monitor trends. These results are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the City government.

The four-page City of Rockville 2014 Community Survey was mailed to 2,000 randomly selected households, of which approximately 4% were vacant. Completed surveys were obtained from 792 community residents, for a response rate of 41%; higher than the response rate in 2012 (36%). The 95% confidence interval (also referred to as “the margin of error”) was four percentage points around any given percent and two points around any average score on the 100-point scale. Surveys were completed in languages other than English including Spanish, Chinese, Korean, Russian and Vietnamese. Survey respondents also had the opportunity to complete the survey online through a web link included in the cover letter accompanying the mailed survey. Out of the 792 responses, 65 were completed online. Typically, the vast majority of survey submissions are still completed through the mail even when an online option is available.

Survey participants were asked to rate the quality of life in the City, the community’s amenities and local government. The questionnaire also included items pertaining to issues facing the community.

Although responses to many of the evaluative questions were made on a four-point scale with one representing the highest rating (usually “excellent”) and four the lowest (usually “poor”), many of the results in this summary are converted to a common scale where zero is the lowest possible rating and 100 is the highest possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be zero on the 100-point scale. An average rating of 67 is equivalent to “good,” and 33 is “fair.” Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

Because Rockville has administered resident surveys previously, where available, comparisons were made between 2014 responses and those from prior years. Rockville’s results also were compared to those of other jurisdictions around the nation. These comparisons were made possible through NRC’s national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions.



## Survey Findings

Overall, stability in the survey results from 2012 to 2014 was common, with few changes in ratings. Where there were significant changes, ratings tended to increase between 2012 and 2014. Similar to previous survey administrations, Rockville residents gave positive evaluations to many questions on the survey, and when compared to ratings given by residents in other communities across the country, Rockville generally received ratings that were higher or much higher than the national benchmark.

### Effective City Service Delivery

- ◆ **The overall quality of City services was seen as “good” by a majority of residents.**
  - About 6 in 10 residents gave “good” ratings to the overall quality of City services and an additional 25% gave “excellent” ratings. Only one percent gave a “poor” rating.
  - These ratings were similar to previous survey years and were much higher than ratings given by residents in other communities across the U.S.
- ◆ **Most individual services listed on the 2014 survey received “excellent” or “good” marks from at least 7 in 10 respondents.**
  - Among the highest rated services were refuse collection, recycling and recreation centers, with about 9 in 10 residents awarding positive ratings. Services receiving lower marks included The Rockville Channel programming (63% “excellent” or “good”) and the building permit process (60%).
  - Benchmark comparisons were available for 27 of the 33 services listed on the survey; ratings for 22 of the 27 individual services were much higher or higher than those given by residents in other communities across the nation. Four services received ratings that were similar to the national benchmark; these include playgrounds, City of Rockville utility billing, enforcement of traffic laws by the Rockville Police Department and The Rockville Channel programming. Overall police services received ratings that were lower than the national benchmark.
- ◆ **Respondents praised the City employees with whom they had contact.**
  - Of the 49% of residents who reported having contact with a City employee in the 12 months prior to the survey (a rate of contact that was similar to what was reported in other communities), at least 8 in 10 gave “excellent” or “good” marks to the various aspects of the employee. Ratings were similar between 2012 and 2014.
  - When compared to the national averages, Rockville City government employees were given ratings that generally were higher or much higher than the benchmark.

### Good Governance

- ◆ **The overall direction that the City government is taking and the overall performance of the Mayor and Council received positive ratings from 6 in 10 residents.**
  - A majority (62%) agreed that they were pleased with the overall performance of the City Mayor and Council and a similar proportion (60%) agreed they were pleased with the overall direction of the City government. One-third said that they neither agreed nor disagreed with both of these statements and two percent or less “strongly” disagreed.
  - These ratings were similar to previous survey years and were much higher or higher than ratings given by residents in other communities across the U.S.

- ◆ **When given a list of 14 potential priorities for the City to focus on, importance of each priority varied; however, most listed priorities received “essential” or “very important” marks from at least a majority of respondents.**
  - Priorities deemed as most important were maintaining public infrastructure (90% “essential” or “very important”), addressing transportation and traffic congestion (86%) and addressing crime (84%).
  - Priorities deemed as least important were increasing the quality and amount of opportunities to eat healthy and increasing the quality and amount of bike lanes, with less than a majority indicated each as “essential” or “very important.”

## **Livable Neighborhoods**

- ◆ **Residents continued to experience a high quality of life in Rockville and voiced appreciation for the City as a place to raise children and the quality of their neighborhood.**
  - Rockville residents rated the overall quality of life in the city highly, with 93% saying that it was “excellent” or “good,” and 7% saying it was “fair.” No residents thought it was “poor.” The overall quality of life in the city received ratings that were much higher than the national benchmark.
  - Residents awarded similarly positive ratings to Rockville as a place to raise children (93% “excellent” or “good”) and to the overall quality of their neighborhood (86%). Rockville as a place to raise children and the overall quality of neighborhoods received ratings that were much higher than the national benchmark.
  - Fewer (59%) felt that Rockville was an “excellent” or “good” place to retire, and 14% felt it was a “poor” place to retire. Much lower ratings were given to Rockville as a place to retire when compared to ratings given in other communities across the country.
- ◆ **Favorable ratings were given to the various characteristics of the community and environment, with most receiving at least “good” ratings from a majority of respondents, and most were higher or much higher than the national benchmark.**
  - About 8 in 10 residents rated the community’s appearance, openness and acceptance and opportunities to attend cultural events as “excellent” or “good.” Three-quarters gave positive ratings to Rockville’s natural environment and about 7 in 10 gave positive ratings to the sense of community in Rockville.
  - When compared to the nation, Rockville residents gave ratings that were much higher than the benchmark for all characteristics of the community and environment except the natural environment, which was rated similar to the benchmark.
- ◆ **Residents thought highly of health and wellness opportunities in Rockville and find the importance of increasing opportunities to eat healthy and be active as moderately important.**
  - Among the list of 16 community characteristics included on the survey, residents were asked to rate the quality of health and wellness opportunities in Rockville for the first time in 2014. About three-quarters of residents indicated the quality was “excellent” or “good” with 21% reporting the quality as “fair” and 2% reporting “poor.” The quality of health and wellness opportunities received ratings that were much higher than the national benchmark.
  - When asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years, increasing the quality and amount of

opportunities to be active was rated as “essential” or “very important” by about 55% of residents while increasing the quality and amount of opportunities to eat healthy was rated “essential” or “very important” by slightly fewer (50%) residents.

- ◆ **Residents tended to give safety ratings at or above “good” on the 100-point scale; these ratings were lower or much lower than what was reported in other communities across the nation.**
  - Residents generally felt safe crossing the street in Rockville (71% “very” or “reasonably” safe). Although this was similar to ratings given in 2012, it was the highest level of safety reported to date.
  - As may be expected, survey respondents tended to feel safer in their neighborhoods and in Rockville’s business areas during the day than after dark.
  - When asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years, about 84% of residents indicated addressing crime as “essential” or “very important” and only two percent reported it as “not at all important.”
- ◆ **The availability of affordable housing was among the lowest rated items on the survey, with two-thirds choosing “fair” or “poor,” and was much lower than the national benchmark comparison; therefore, this may be an area of opportunity for the City.**

## Fiscal Responsibility

- ◆ **The value for the City government taxes paid was seen as “good” by residents.**
  - About 6 in 10 residents agreed that they received good value for the taxes paid to the City of Rockville government. These ratings were similar to previous survey years and were much higher than ratings given by residents in other communities across the U.S.
  - When compared to 2012, residents in 2014 gave similar evaluations to the value they get for the City taxes they pay and ratings have remained stable since this question was first asked in 2001.
- ◆ **About half of respondents agreed that the City budgeting process is open and understandable to residents.**
  - Fifty-two percent of residents agreed that the City budgeting process is open and understandable to residents. One-quarter said that they neither agreed nor disagreed with this statement and about 1 in 10 disagreed.
  - When compared to 2012, residents in 2014 gave similar evaluations to the City budgeting process being open and understandable to residents and ratings have remained stable since this question was first asked in 2008.

## Well-Planned Community

- ◆ **Ratings for the ease of travel by various transportation modes remained stable from 2012 to 2014, and tended to be higher than or similar to the national averages.**
  - Evaluations of the ease of travel in Rockville by transit and by car were high, with three-quarters of respondents rating each as “excellent” or “good” (78% and 73%, respectively). Two-thirds said that the ease of travel by walking was “excellent” or “good,” and 6 in 10 felt that the ease of getting around by bicycle in Rockville was at least “good.”

- When compared to ratings given by residents in other jurisdictions across the U.S., Rockville residents gave much higher or higher average ratings to the ease of travel by transit, by car and by bicycle. Similar ratings were given to the ease of travel by walking.
- Those living west of I-270 tended to give lower ratings to the ease of travel by walking and by transit compared to residents living in other areas of the city.
- ♦ **When asked how frequently they have ridden a bicycle in the last 12 months for three potential reasons, nearly half indicated they had ridden a bicycle for fun or exercise (47%) and about one in five indicated they had ridden a bicycle to shop, get a meal or run errands (23%) and for commuting (18%).**

## Engaged Residents

- ♦ **Residents thought highly of opportunities to be heard and have a say in what happens in Rockville and agreed that the City welcomes citizen involvement and listens to its residents.**
  - Among the list of 16 community characteristics included on the survey, residents were asked to rate the quality of opportunities to be heard and have a say in what happens in Rockville for the first time in 2014. About 7 in 10 gave “excellent” or “good” ratings to this question and only eight percent gave a “poor” rating.
  - Seven in 10 respondents agreed that the Rockville City government welcomes citizen involvement. About half (56%) agreed that the City listens to its residents. Only one percent of residents strongly disagreed with each of these statements. Both statements were rated much higher than the national benchmarks.
- ♦ **Most community participation rates remained strong and stable over time; however, more residents indicated using a Rockville recreation center in 2014 compared to 2012.**
  - Most reported that they had used a Rockville park at least once in the previous 12 months (86%) and 7 in 10 said they had attended a City-sponsored special event (71%). About 6 in 10 said they had used a Rockville recreation center and 4 in 10 had participated in a Rockville recreation program.
  - Rates of participation and use for three of the four parks and recreation offerings could be compared to the national benchmark. Rockville residents reported higher usage of City parks and recreation centers compared to other communities across the country, while Rockville residents participated much less frequently in a City recreation program.
  - Rates of participation and use remained stable from 2012 to 2014 except for the use of recreation centers, which saw increased participation rates in 2014 (61% in 2014 versus 55% in 2012 had used a recreation center at least once in the last 12 months).
- ♦ **Ratings of the City’s website were positive.**
  - The quality of the City’s website received positive ratings (73% “excellent” or “good”), which was much higher than the national benchmark. About half of residents said they had visited the website in the previous 12 month period, a lower rate than reported in 2012.
  - Those who had visited the City’s website rated it most highly for having current information and gave the lowest rating to the site’s search function. Ratings for the appearance of the website increased in 2014 compared to 2012 (average rating of 68 in 2014 compared to 62 in 2012).
- ♦ **Rockville Reports and the City’s website continued to be the most preferred sources for information about the City government.**

◆ **Residents indicated that effective communication is an important priority for the City in the coming two years.**

- When asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years, services to provide effective and timely communication to citizens was rated as “essential” or “very important” by about 69% of residents while increasing the quality and availability of online services on the City’s website was rated “essential” or “very important” by fewer (50%) residents.

## **Responsible Economic Development**

◆ **Respondents feel positive about the quality of business and service establishments in Rockville and feel job creation is an important priority.**

- About 8 in 10 residents rated the overall quality of business and service establishments in Rockville as “excellent” or “good.” Three-quarters gave positive ratings to the quality of new commercial development in Rockville.
- When compared to the nation, the overall quality of business and service establishments received ratings that were much higher than the benchmark.
- When compared to 2012, average ratings for the quality of new commercial development were similar in 2012. However, since this question was first asked in 2001, ratings have been on the rise. A comparison was not available for the overall quality of business and service establishments in Rockville as it was a new question in 2014.
- When asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years, about 7 in 10 residents indicated job creation as “essential” or “very important” and only six percent reported it as “not at all important.”

## **Stewardship of Infrastructure**

◆ **Rockville residents were generally pleased with infrastructure-related services and characteristics of Rockville.**

- About 8 in 10 residents rated water and sewer services as “excellent” or “good.” About three-quarters gave positive ratings to drinking water quality and about 7 in 10 gave positive ratings to street light maintenance and sidewalk maintenance. About two-thirds gave positive ratings to street repair and the adequacy of street lighting in their neighborhood.
- When compared to the nation, Rockville residents gave ratings that were much higher than the benchmark for water and sewer services, sidewalk maintenance, street repairs and adequacy of street lighting while the rating for drinking water quality was similar to the benchmark.
- When compared to 2012, average ratings for each of these aspects of the community were similar in 2014. However the rating for drinking water quality has been on the rise since it was first asked in 2001 when the average rating was between fair and good (50).

◆ **Residents indicated that effective communication is an important priority for the City in the coming two years.**

- When asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years, about 9 in 10 residents indicated maintaining public infrastructure as “essential” or “very important” and only one percent reported it as “not at all important.” Among the 14 potential priorities, this was the top priority ahead of transportation and traffic congestion and addressing crime.

## Survey Background

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The City of Rockville's 2014 Community Survey provided an opportunity for a representative sample of residents to rate their satisfaction with the quality of life in the City, the community's amenities and with local government. The City of Rockville contracted with National Research Center, Inc. (NRC) to conduct the 2014 Community Survey. The City of Rockville collects data to measure performance, assess potential improvements and compare performance over time. An important part of the City's performance management is to collect feedback directly from its customers. The City is committed to continually improving its services and programs to residents and has created performance measures for all of its major services. The results of this survey are part of a data-driven accountability system to improve the organizational efficiency and effectiveness of the City government.

The City of Rockville conducted its first Community Survey for this effort in 2001, with subsequent implementations approximately every two years; the 2014 Community Survey represents the eighth iteration. The questionnaire results more often tell the City and its residents how residents feel about the services provided, but not why they feel that way. Knowing what the City of Rockville residents think about service delivery provides a score card on City performance. Periodic sounding of resident opinion builds an important trend line from which to understand the impact of policies and programs and make course corrections as needed.

## Survey Methods

Following the mailing of a pre-survey notification postcard to a random sample of 2,000 Rockville households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households two weeks after the postcard. Finally, one week after the reminder letter and survey, a reminder postcard was sent. Of the mailed postcards, about 4% were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Completed surveys were received from 792 residents for a response rate of 41%. This is an excellent response rate (in general, response rates obtained on mailed resident surveys range from 25% to 40%) and in sum or in part may be due to the added reminder postcard sent as a fourth contact, increased outreach to the community and diverse populations as well as efforts in 2014 to decrease the survey to a four-page survey (previous surveys were five pages). The 2014 response rate was higher than the response rate in 2012 (36%) and on par with the 2010 response rate (40%).

Survey respondents also had the opportunity to complete the survey online through a web link included in the cover letter accompanying the mailed survey. Out of the 792 responses, 65 were completed online. Typically, the vast majority of survey submissions are still completed through the mail even when an online option is available.

Survey results were weighted so that age, gender, tenure (rent versus own), housing unit type (detached versus attached) and ethnicity (Hispanic versus non-Hispanic) were represented in the proportions reflective of the entire community. (For more information on the survey methodology, see *Appendix E: Survey Methodology*. A copy of the questionnaire and mailing materials are included in *Appendix G: Survey Materials*.)



## Reaching Non-English Speaking Residents

The cover letter and survey were written in English. However, the cover letter included a sidebar with a paragraph in five languages (Spanish, Chinese, Vietnamese, Korean and Russian) that described the contents of the packet and provided a phone number to call if the resident wanted to receive the survey in another language or to get assistance in completing the survey.

Language translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voicemail box was created for each of the five languages to receive calls after hours. In total, 135 calls were received and 118 translated surveys were sent to these residents. Twenty-two residents requested additional help by phone to complete the translated surveys and eight requested assistance in person. (More information on outreach to non-English speakers can be found in *Appendix E: Survey Methodology*.) In total, 37 surveys were completed in languages other than English in 2014 compared to 12 in 2012. Further, in 2014 there were 118 requests for surveys in languages other than English, compared to 31 in 2012.

## How the Results Are Reported

For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. Although responses to many of the evaluative questions were made on a four-point scale with four representing the best rating and one the worst, many of the results in this summary are reported on a common scale where zero is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be zero on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100 point scale. Use of this converted scale to show average ratings allows for comparison to other jurisdictions, where different question wording and response scales may have been used.

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Complete Set of Survey Responses* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the figures in the body of the report display the responses from respondents who had an opinion about a specific item.

When a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

## Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence interval around an average score on the 100-point scale will be no greater than plus or minus two points based on all respondents. The 95 percent confidence level for this survey of 792 residents is generally no greater than plus or minus four percentage points around any given percent reported for all survey respondents.

For comparisons among subgroups, the margin of error is less precise and rises to approximately plus or minus 5% for subgroup sizes of 400 to plus or minus 10% for sample sizes of 100, and for

smaller subgroup sizes (i.e., 50), the margin of error rises to 14%. When comparing average ratings among subgroups, the margin of error is plus or minus three points for subgroup sizes of 400 and is approximately plus or minus six points for subgroup sizes of 100.

## **Comparing Survey Results by Geographic and Demographic Subgroups**

Select survey results were compared by demographic characteristics of survey respondents and geographic area of residence. Comparisons by geographic area are displayed in graphical form and discussed throughout the body of the report (the full set of results by location and demographic characteristics can be found in *Appendix B: Survey Results by Location within Rockville* and *Appendix C: Survey Results by Demographic Subgroups*.).

## **Comparing Survey Results Over Time**

Because this survey was the eighth in a series of citizen surveys, the 2014 results are presented along with past ratings when available. Differences between years, as presented in the body of the report, can be considered statistically significant if they are six points or more on the 100-point scale or six percentage points or more around any given percent. Trend data for Rockville represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

## **Comparing to Results to Other Jurisdictions**

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. It is difficult to judge what is small or large without comparing to benchmarks. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, it is important to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked. For example, how residents' ratings of fire service compare to opinions about fire service in other communities is the real question.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively "worse" departments.

Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in conjunction with other sources of data about budget, personnel, and politics to help managers know how to respond to comparative results.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively



integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC's normative database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions within a given region or population category. Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like high SAT scores in any teen household, bring pride and a sense of accomplishment.

### **Comparison of Rockville to the Benchmark Database**

National benchmark comparisons have been included in the report when available. Jurisdictions to which Rockville was compared nationally can be found in *Appendix F: Jurisdictions Included in Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Rockville survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other jurisdictions across the country.

Where comparisons for quality ratings were available, the City of Rockville's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Rockville's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "higher" or "lower" if the difference between Rockville's rating and the benchmark is greater the margin of error; and "much higher" or "much lower" if the difference between Rockville's rating and the benchmark is more than twice the margin of error.

## Special Chart Markings

Special markings have been used to indicate where comparisons are statistically significantly different, or to call attention to particular information about the figures shown.

Double asterisks (\*\*) have been used to show where differences between results in 2014 and 2012 are statistically significant (six or more points for average ratings given by all respondents or six or more percentage points).

Statistically significant differences between geographic subgroups in 2014 are shown with a double dagger (‡). Inferential statistical tests (ANOVA or chi-square) were used to determine whether these differences were statistically significant ( $p < 0.05$ ).

In addition, items where 20% or more of survey respondents gave a “don’t know” response are marked with a single dagger (†).

## Survey Respondent Profile

The following figures display the demographic characteristics of those responding to the Rockville 2014 Citizen Survey.

**Figure 1: Respondent Length of Residency**

How many years have you lived in Rockville?	Percent of respondents
2 years or less	22%
3 to 5 years	17%
6 to 10 years	15%
11 to 20 years	21%
21 years or more	25%
Total	100%

**Figure 2: Respondent Housing Unit Type**

What best describes your home? Is it a...	Percent of respondents
One family house detached from any other houses	51%
A duplex or townhouse	13%
A building with three or more apartments or condominiums	31%
Other	6%
Total	100%

**Figure 3: Respondent Rent or Own**

Do you rent or own your home?	Percent of respondents
Rent	40%
Own	60%
Total	100%

**Figure 4: Respondent Monthly Housing Costs**

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$599 per month	5%
\$600 to \$999 per month	8%
\$1,000 to \$1,499 per month	15%
\$1,500 to \$2,499 per month	45%
\$2,500 to \$2,999 per month	10%
\$3,000 or more per month	17%
Total	100%

**Figure 5: Respondent Housing Cost-to-Income Ratio**

	Percent of respondents
Housing costs LESS than 30% of income	52%
Housing costs 30% or MORE of income	48%
Total	100%

**Figure 6: Internet Access**

Do you have access to the Internet at home, work or school?	Percent of respondents
No	4%
Yes	96%
Total	100%

**Figure 7: Respondent Ethnicity**

Are you Spanish/Hispanic/Latino?	Percent of respondents
No	87%
Yes	13%
Total	100%

**Figure 8: Respondent Race**

What is your race?	Percent of respondents*
American Indian or Alaskan native	2%
Asian or Pacific Islander	25%
Black or African American	5%
White/Caucasian	66%
Other	9%

*\*Total may exceed 100% as respondents could select more than one answer.*

**Figure 9: Do you speak a language other than English at home?**

Do you speak a language other than English at home?	Percent of respondents
No, English only	58%
Yes	42%
Total	100%

**Figure 10: Which language?**

Which language?	Percent of respondents*
Persian/Farsi	2%
Vietnamese	2%
Spanish	29%
Russian	5%
Chinese	30%
Korean	5%
Other	27%
Total	100%

*\*Asked only of respondents who said they speak a language other than English at home.*

**Figure 11: How well do you speak English?**

How well do you speak English?	Percent of respondents*
Very well	57%
Well	30%
Not well	11%
Not at all	2%
Total	100%

*\*Asked only of respondents who said they speak a language other than English at home.*

**Figure 12: Respondent Gender**

What is your sex?	Percent of respondents
Male	46%
Female	54%
Total	100%

**Figure 13: Respondent Age**

In which category is your age?	Percent of respondents
18-24 years	3%
25-34 years	25%
35-44 years	17%
45-54 years	21%
55-64 years	13%
65-74 years	11%
75 years or older	10%
Total	100%

**Figure 14: Annual Household Income in 2013**

What was your household's total annual income in 2013?	Percent of respondents
Less than \$25,000	8%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	37%
\$100,00 to \$149,999	18%
\$150,000 to \$199,999	9%
\$200,000 or more	10%
Total	100%

**Figure 15: Geographic Area of Residence**

Which best describes where you live?	Percent of respondents
Between Hungerford Drive/Rockville Pike (MD 355) and I-270	59%
East of Rockville Pike (MD 355)	23%
West of I-270	18%
Total	100%

**Figure 16: Language of Survey**

	Percent of respondents
English	95%
Spanish	2%
Russian	0%
Vietnamese	1%
Chinese	2%
Korean	0%
Total	100%

## Survey Results

The Rockville Citizen Survey is comprehensive, covering many topics related to life in this community. The 2014 report of results is organized around the eight Mayor and Council Critical Success Factors. These are:

- ◆ Effective City Service Delivery
- ◆ Good Governance
- ◆ Livable Neighborhoods
- ◆ Fiscal Responsibility
- ◆ Well-Planned Community
- ◆ Engaged Residents
- ◆ Responsible Economic Development
- ◆ Stewardship of Infrastructure

### Effective Service Delivery

Through this guiding principle, the City of Rockville strives to provide exceptional, personalized service delivery to residents and businesses, characterized by efficient, well-documented processes that are administered equitably by a motivated workforce of employees with a “can-do” attitude. The City leadership works to ensure the City government is moving in the right direction.

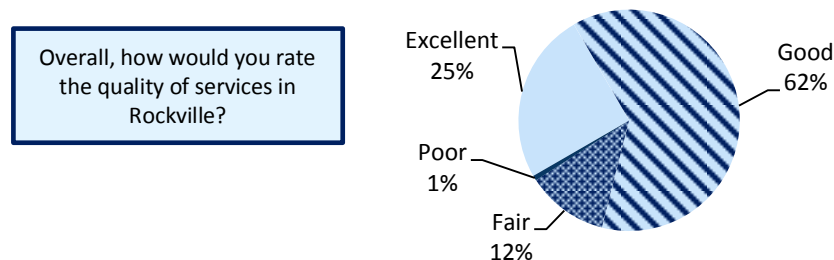
Assessing residents’ perspectives about the overall quality of services in Rockville as well as quality and importance of individual services and the quality of interactions with City employees will aid the City in tracking the goals identified under this success factor.

### City Services

Residents were asked their opinion about the overall quality of services provided in Rockville. One-quarter of respondents felt the overall quality of City services was “excellent” and about two-thirds felt it was “good.” Twelve percent said the overall quality of services was “fair” and only 1% said it was “poor.”

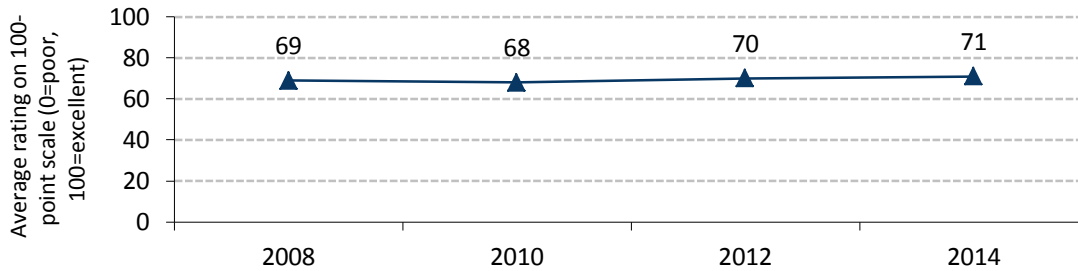
Many survey questions were available for comparison to the National Benchmark Database (for a complete list of cities and counties to which Rockville ratings were compared, see *Appendix F: Jurisdictions Included in Benchmark Comparisons*). These ratings were much higher than the average ratings given by residents in other jurisdictions across the country.

**Figure 17: Overall Quality of City of Rockville Services**



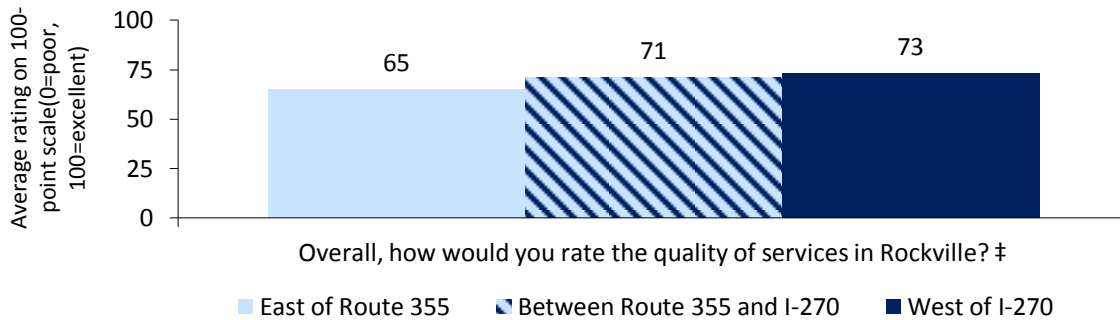
Survey responses to most questions were converted to a 100-point scale where 0 equals the most negative response (“strongly disagree,” “poor,” etc.) and 100 equals the most positive response (“strongly agree,” “excellent,” etc.) for ease of comparison to previous survey years and to the national benchmarks. The overall quality of City services received an average rating of 71, or just above “good,” which was similar to previous survey years.

**Figure 18: Ratings of Overall Quality of City Services Compared by Year**



As in previous survey years, survey responses were compared by three geographic areas within the city: respondents living east of Route 355, between Route 355 and I-270 or west of I-270. Respondents living east of Route 355 tended to give lower ratings to the overall quality of City services than did those living in other areas in Rockville.

**Figure 19: Ratings of Overall Quality of City Services Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents living in different areas of the city.



The survey asked respondents to evaluate the quality of 33 different City services, and 25 of these were included under the Effective Service Delivery Mayor and Council Critical Success Factor (see Figure 20 on the following page). Most services received “excellent” or “good” marks from at least 7 in 10 respondents. Top rated services included refuse collection, recycling and recreation centers, with about 9 in 10 residents awarding positive ratings. Services receiving lower marks included the Rockville Channel programming (63% “excellent” or “good”) and the building permit process (60%).

Over 20% of respondents selected “don’t know” when rating the quality of the following services: leaf pick-up, street sweeping, City-sponsored special events, playgrounds, range of activities available in parks and recreation centers and facilities, yard waste collection, recreational programs, crime prevention efforts, recreation centers, athletic fields, the City of Rockville’s website, residential property maintenance code enforcement, environmental protection and sustainability initiatives, services to youth, emergency preparedness, senior citizen programs and services, providing planning and zoning information, commercial property maintenance code enforcement, the Rockville Channel programming and the building permit process. Responses shown in the body of the report represent those who had an opinion about a particular question. A full set of responses, including “don’t know” can be found in *Appendix A: Complete Set of Survey Responses.*)

Twenty-seven of the 33 services were comparable to the national benchmark. Ratings for 22 of the 27 services were much higher or higher than those given by residents in other communities across the nation. Four services received ratings that were similar to the national benchmark; these include playgrounds, City of Rockville utility billing, enforcement of traffic laws by the Rockville Police Department and the Rockville Channel programming. Overall police services received ratings that were lower than the national benchmark.

Figure 20: City Services

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Refuse collection *	50%	42%	6%	1%	100%	Much higher
Recycling services *	51%	39%	8%	2%	100%	Much higher
Recreation centers * †	34%	54%	11%	1%	100%	Much higher
Recreational programs * †	30%	57%	11%	2%	100%	Much higher
City-sponsored special events * †	33%	53%	12%	2%	100%	Much higher
Appearance of City parks *	32%	54%	13%	1%	100%	Much higher
Yard waste collection * †	43%	43%	11%	2%	100%	NA
Athletic fields (such as baseball/softball, soccer or football) * †	32%	53%	14%	2%	100%	Much higher
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.) * †	34%	51%	13%	2%	100%	Much higher
Senior citizen programs and services * †	36%	49%	13%	2%	100%	Much higher
Playgrounds (play equipment) * †	34%	50%	15%	1%	100%	Similar
Water and sewer services	31%	50%	16%	3%	100%	Much higher
Range of activities available in parks and recreation centers and facilities * †	27%	54%	16%	2%	100%	Much higher
Leaf pick-up * †	36%	44%	15%	4%	100%	Much higher
Snow and ice removal *	28%	49%	19%	4%	100%	Much higher
Crime prevention efforts * †	19%	57%	20%	4%	100%	Higher
Overall City of Rockville police services *	22%	54%	21%	3%	100%	Lower
Environmental protection and sustainability initiatives †	26%	50%	18%	6%	100%	NA
The City of Rockville's website ( <a href="http://www.rockvillemd.gov">www.rockvillemd.gov</a> ) †	21%	52%	24%	4%	100%	Much higher
Street sweeping * †	24%	48%	22%	6%	100%	Much higher
Street light maintenance	25%	46%	22%	6%	100%	NA
Sidewalk maintenance	27%	44%	23%	6%	100%	Much higher
Street tree maintenance *	23%	47%	22%	8%	100%	NA
City of Rockville utility billing *	24%	46%	23%	7%	100%	Similar
Providing planning and zoning information * †	23%	47%	23%	7%	100%	NA
Enforcement of traffic laws by Rockville Police Department *	18%	52%	22%	8%	100%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) * †	25%	45%	23%	7%	100%	Much higher
Street repairs and maintenance	21%	46%	25%	7%	100%	Much higher
Residential property maintenance code enforcement * †	19%	48%	24%	9%	100%	Much higher
Commercial property maintenance code enforcement * †	18%	49%	29%	4%	100%	NA
Adequacy of street lighting in your neighborhood	24%	40%	26%	9%	100%	Much higher
The Rockville Channel (Cable Channel 11) programming †	16%	47%	27%	11%	100%	Similar
Building permit process * †	18%	42%	26%	14%	100%	Much higher

All City services are included in the above table. Services with an \* are among the 25 that were designated as services under the Effective City Service Delivery of the Mayor and Council Critical Success Factors.

† Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

Service ratings were converted to the 100-point scale for ease of interpretation and comparison by year. Average ratings for these 33 services ranged from 55 points to 80 points. Fifteen services were rated at or above “good” and 18 were between “good” and “fair.”

When comparisons were available, average ratings for all services remained stable from 2012 to 2014 (City of Rockville utility billing was a new question in 2014).

**Figure 21: City Service Ratings Compared by Year**

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
Refuse collection	80	79	76	75	75	74	74	75
Recycling services	80	77	76	74	71	70	71	74
Recreation centers	73	72	69	70	69	70	72	NA
Recreational programs	72	72	68	71	70	70	73	73
City-sponsored special events	73	70	73	74	70	71	75	77
Appearance of City parks	72	73	70	70	NA	NA	NA	71
Yard waste collection	76	75	NA	NA	NA	NA	NA	NA
Athletic fields (such as baseball/softball, soccer or football)	71	70	66	68	64	67	NA	NA
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	72	73	69	71	68	68	70	68
Senior citizen programs and services	73	73	69	75	72	74	72	74
Playgrounds (play equipment)	72	73	69	69	63	67	NA	NA
Water and sewer services	70	68	67	68	68	69	68	67
Range of activities available in parks and recreation centers and facilities	69	68	66	67	63	66	70	NA
Leaf pick-up	71	70	68	64	66	69	67	66
Snow and ice removal	67	65	55	64	67	66	62	69
Crime prevention efforts	64	62	61	59	57	NA	NA	NA
Overall City of Rockville police services	65	67	65	65	64	NA	NA	NA
Environmental protection and sustainability initiatives	65	63	61	64	NA	NA	NA	NA
The City of Rockville’s website (www.rockvillemd.gov)	63	62	60	64	62	64	NA	NA
Street sweeping	63	63	57	59	57	57	58	59
Street light maintenance	64	62	NA	NA	NA	NA	NA	NA
Sidewalk maintenance	64	63	59	58	NA	NA	NA	NA
Street tree maintenance	62	60	55	57	NA	NA	NA	NA
City of Rockville utility billing	62	NA	NA	NA	NA	NA	NA	NA
Providing planning and zoning information	62	57	56	NA	NA	NA	NA	NA
Enforcement of traffic laws by Rockville Police Department	60	60	62	64	60	60	59	59
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63	61	NA	NA	NA	NA	NA	NA
Street repairs and maintenance	60	61	57	59	58	58	54	59
Residential property maintenance code enforcement	59	56	56	53	57	58	56	NA
Commercial property maintenance code enforcement	60	58	57	56	57	59	58	NA

<b>Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))</b>	<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>
Adequacy of street lighting in your neighborhood	60	58	54	54	54	57	58	59
The Rockville Channel (Cable Channel 11) programming	56	58	58	58	57	57	56	NA
Building permit process	55	54	54	51	51	49	NA	NA

*Prior to 2014, "Residential property maintenance and "Commercial property maintenance" had "(conducted by the Community Enhancement and Code Enforcement Division)" included in each and "Playgrounds (play equipment)" was "Playgrounds (tot lots)." Prior to 2012, "Adequacy of street lighting in your neighborhood" and "Street light maintenance" were combined into a single question: "Street lighting." For 2012 and 2014, ratings of the "Adequacy of street lighting in your neighborhood" were compared to "Street lighting." There were no significant differences between 2012 and 2014 responses.*

Several differences were observed for ratings of various City services among the three geographic subareas of the City. Generally, respondents living east of Route 355 were less likely to give favorable ratings to individual City services than were those living in the other two areas of the city.

**Figure 22: City Service Ratings Compared by Geographic Area**

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270
Refuse collection	79	79	84
Recycling services	81	78	82
Recreation centers	71	74	74
Recreational programs ‡	69	71	78
City-sponsored special events	71	73	74
Appearance of City parks ‡	67	74	73
Yard waste collection	75	76	77
Athletic fields (such as baseball/softball, soccer or football)	68	72	73
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	69	73	77
Senior citizen programs and services	72	74	72
Playgrounds (play equipment)	68	73	74
Water and sewer services ‡	65	71	72
Range of activities available in parks and recreation centers and facilities ‡	65	69	75
Leaf pick-up	69	71	73
Snow and ice removal ‡	61	68	73
Crime prevention efforts ‡	58	66	66
Overall City of Rockville police services ‡	61	67	67
Environmental protection and sustainability initiatives	65	65	65
The City of Rockville's website ( <a href="http://www.rockvillemd.gov">www.rockvillemd.gov</a> )	61	62	64
Street sweeping ‡	55	66	66
Street light maintenance ‡	55	66	66
Sidewalk maintenance ‡	54	66	65
Street tree maintenance ‡	49	67	61
City of Rockville utility billing	58	64	64
Providing planning and zoning information	59	64	61
Enforcement of traffic laws by Rockville Police Department	59	61	58
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64	61	63
Street repairs and maintenance ‡	56	60	65
Residential property maintenance code enforcement ‡	50	61	62
Commercial property maintenance code enforcement ‡	53	63	62
Adequacy of street lighting in your neighborhood ‡	51	62	61
The Rockville Channel (Cable Channel 11) programming	56	59	57
Building permit process	53	57	51

‡Denotes a significant difference between responses given by residents living in different areas of the city.

## Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services – and core services are important. But a Key Driver Analysis can dig deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

KDA was conducted for the City of Rockville by examining the relationships between ratings of each service and ratings of the City of Rockville's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Rockville can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2014 City of Rockville Action Chart™ on the following page combines three dimensions of performance:

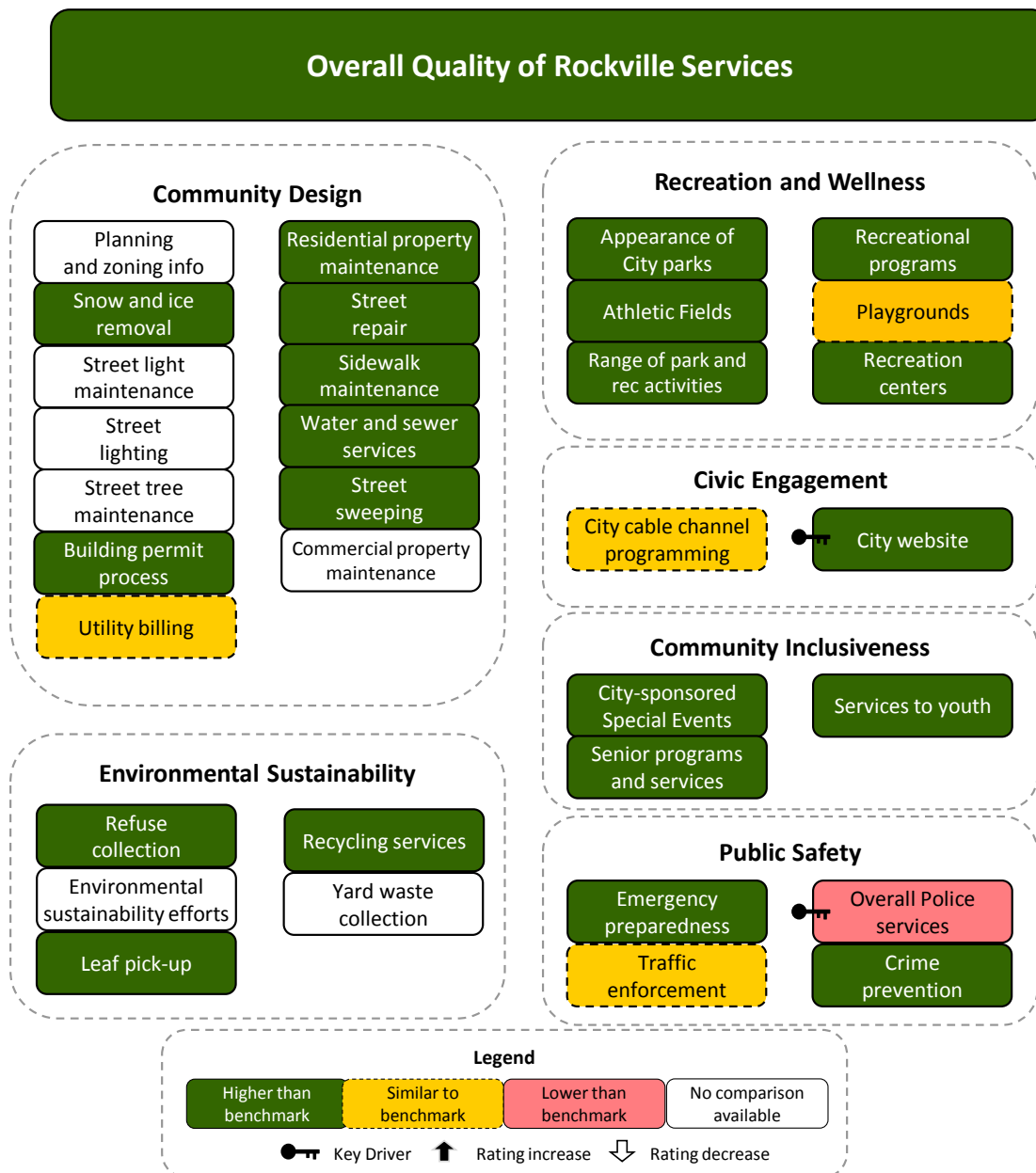
- ◆ Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey. If no arrow is present, service ratings were similar when compared to the previous survey year or comparisons were not available.
- ◆ Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green, the darkest shading), similar to the norm (yellow, the lightest shading) or below the norm (red, medium shading). When a comparison is not available, the service box is white.
- ◆ Identification of key drivers. A grey key icon next to a service box notes a key driver.

Twenty-seven services were included in the KDA for the City of Rockville. Two of the services included in the KDA were identified as key drivers for the City: overall City of Rockville police services and the City of Rockville's website. The City of Rockville's website was rated higher than the national benchmark while overall City of Rockville police services were rated lower than the benchmark. Ratings of both key drivers remained stable from 2012 to 2014.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Rockville, overall City police services were rated lower than the benchmark and is an area on which the City may want to keep a watchful eye in order to maintain and improve the favorable ratings of the overall quality of City services.

Services with a high percent of respondents answering “no opinion” (i.e., more than 50%) were excluded from the analysis and were considered services that would be less influential. See *Appendix A: Complete Set of Survey Responses* for the percent “don’t know” for each service.

Figure 23: 2014 City of Rockville Action Chart™

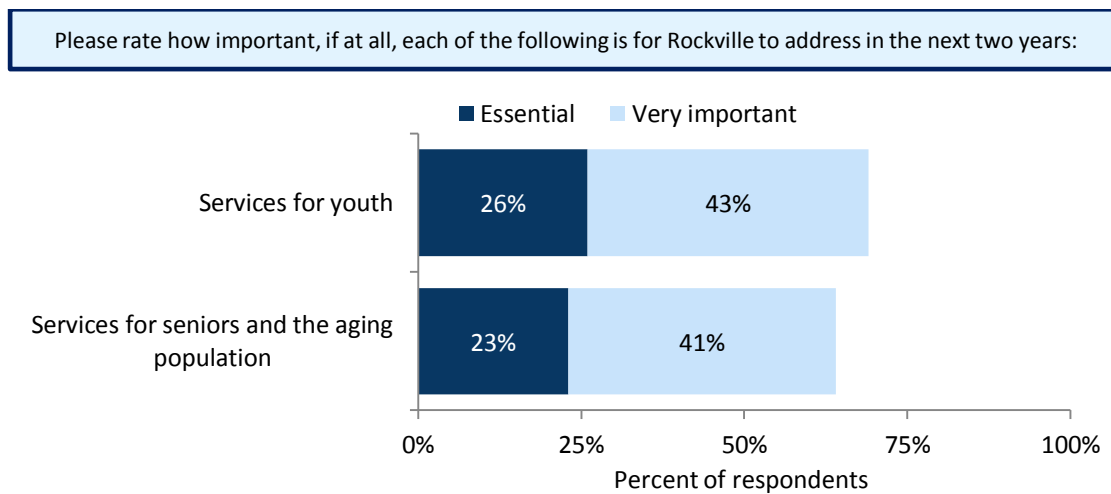


## Resident Priorities Related to Service Delivery

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. Three of these 14 potential priorities were included under the Effective Service Delivery Mayor and Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

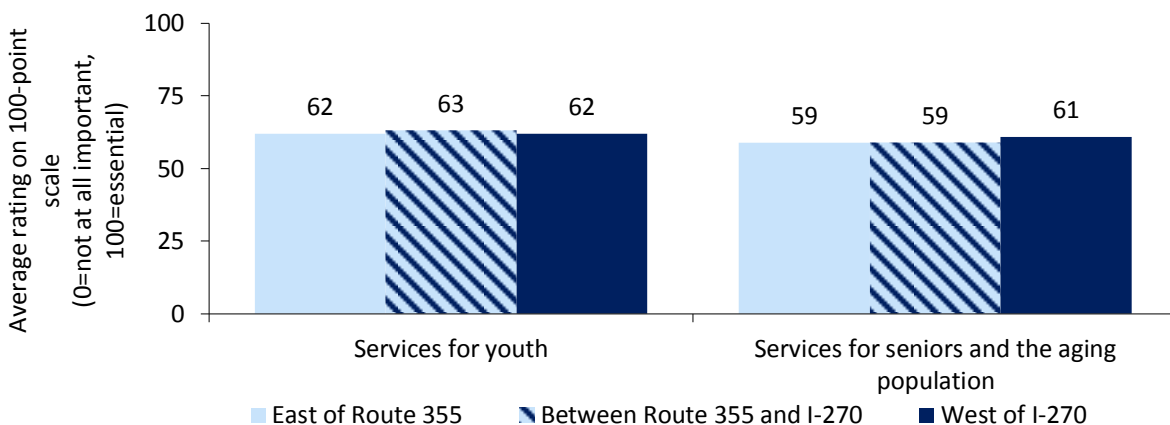
Two of the three priorities were services for youth and seniors. Services for youth were rated as “essential” or “very important” by about 7 in 10 residents while services for seniors and the aging population were rated “essential” or “very important” by slightly fewer (64%) residents. Among the 14 potential priorities, these were the ninth and tenth most important priorities.

**Figure 24: Importance of Youth and Senior Services**



Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Health and wellness opportunities in Rockville received ratings of about “good” (67) on the 100-point scale. Respondents living in each area of the city felt similarly about the importance of Rockville addressing the quality of services for youth and services for the seniors.

**Figure 25: Importance of Youth and Senior Services Compared by Geographic Area**

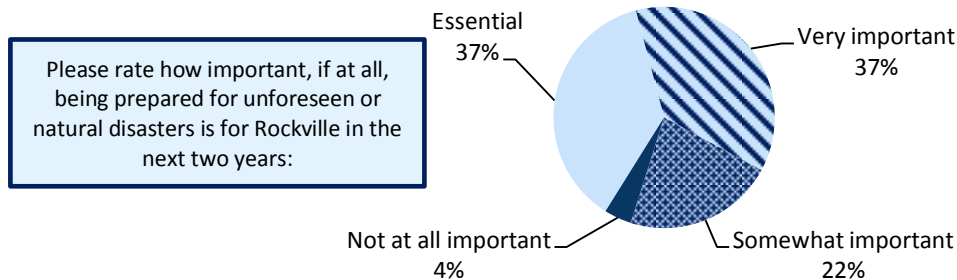


*There were no significant differences between responses given by residents living in different areas of the city.*



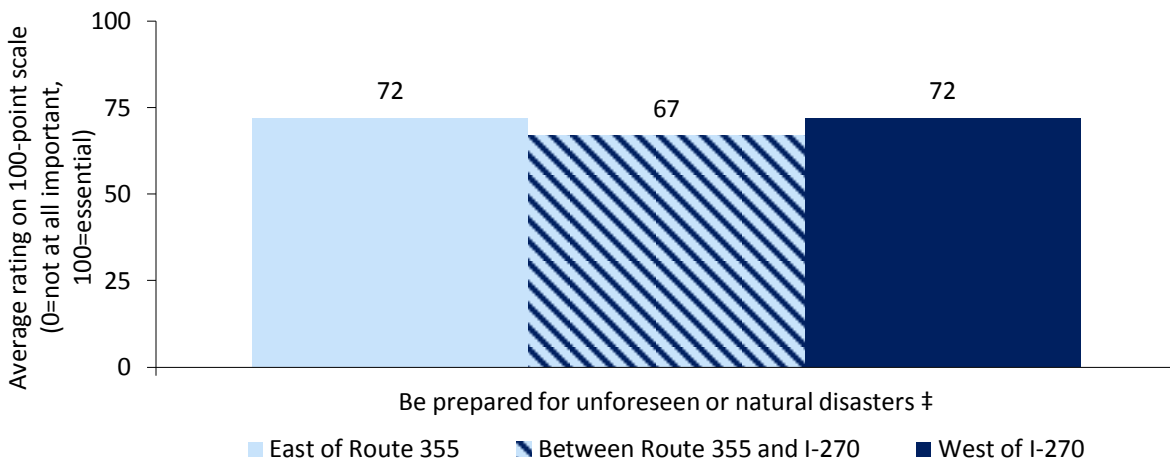
The third potential priority included under the Effective Service Delivery Council Critical Success Factor was being prepared for unforeseen or natural disasters. About three-quarters of residents indicated this as “essential” or “very important” and only four percent reported it as “not at all important.” Among the 14 potential priorities, this was the fifth most important priority.

**Figure 26: Importance of Emergency Preparedness**



Respondents living between Route 355 and I-270 tended to give lower ratings to the importance of being prepared for unforeseen or natural disasters compared to residents living in other areas of the city.

**Figure 27: Importance of Emergency Preparedness Compared by Geographic Area**



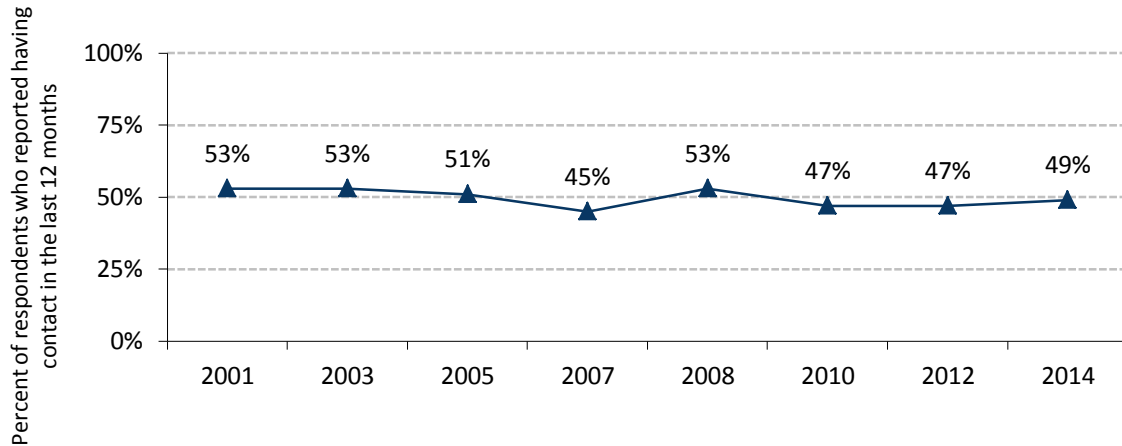
‡ Denotes a significant difference between responses given by residents living in different areas of the city.

## City Employees

About half of respondents reported having had contact with a City employee in the 12 months prior to the survey, which was similar to 2012 (47%). The rate of contact with Rockville government employees was similar to what was reported in other communities across the nation.

**Figure 28: Contact with City Employees Compared by Year**

Have you had phone, in person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?



Respondents who reported having contact with a City employee in the last 12 months were asked to evaluate their interactions with the employee. Respondents lauded employees' courtesy, knowledge, responsiveness as well as overall customer service provided by City employees with over 8 in 10 giving "excellent" or "good" ratings. About three-quarters also gave "good" or better assessments to the quality of follow-up.

One-quarter of respondents selected "not applicable" when rating the follow-up of the City employee with whom they had contact (see *Appendix A: Complete Set of Survey Responses* for all responses including "don't know" and "not applicable").

Each of the characteristics of City employees were given ratings that were higher than the national benchmark while the quality of their overall customer service was given a much higher rating.

**Figure 29: Interactions with City Employees**

What was your impression of City government employees in your most recent contact?*	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Courtesy	48%	40%	7%	5%	100%	Higher
Knowledge	45%	39%	13%	3%	100%	Higher
Responsiveness	45%	36%	13%	6%	100%	Higher
Follow-up (got back to you or took action if needed) †	42%	34%	13%	11%	100%	Higher
Overall customer service	40%	42%	12%	6%	100%	Much higher

\*Asked only of those who reported having contact with a City employee in the last 12 months.

†Denotes 20% or more of respondents who said "not applicable" when asked to rate this item.

Responses were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville government employees received high scores with ratings between “good” and “excellent.” The employee’s courtesy received the highest rating (77), while follow-up received somewhat lower ratings (69). Ratings of interactions with employees in 2014 were similar to 2012.

**Figure 30: Ratings of Interactions with City Employees Compared by Year**

<b>What was your impression of City government employees in your most recent contact?*</b> (Average rating on 100-point scale (0=poor, 100=excellent))	<b>2014</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>
Courtesy	77	76	75	72	73	76	75	74
Knowledge	75	76	73	71	71	72	72	71
Responsiveness	73	75	71	66	69	70	69	70
Follow-up (got back to you or took action if needed)	69	68	68	61	65	66	63	NA
Overall customer service	72	72	72	68	69	70	69	70

*\*Asked only of those who reported having contact with a City employee in the 12 months prior to the survey. There were no significant differences between 2012 and 2014 responses.*

## Good Governance

Through this guiding principle, the Mayor and Council work well together to make decisions for the betterment of the City, working effectively with Montgomery County, the State of Maryland and other governmental entities.

Understanding residents' priorities for the City and assessing residents' perspectives about the overall direction that the City government is taking and the overall performance of the City Mayor and Council will aid the City in tracking the goals identified under this success factor.

### Overall Direction and Performance

Survey respondents were asked the extent to which they agreed or disagreed that they are pleased with the overall direction of the City government and the overall performance of the City Mayor and Council. A majority (62%) agreed that they were pleased with the overall performance of the City Mayor and Council and a similar proportion (60%) agreed they were pleased with the overall direction of the City government. One-third said that they neither agreed nor disagreed with both of these statements and two percent or less "strongly" disagreed.

When compared to the national benchmark, Rockville residents gave ratings for both statements that were much higher or higher ratings given in other communities.

**Figure 31: Overall Direction and Overall Performance**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total	Comparison to benchmark
I am pleased with the overall performance of the City of Rockville Mayor and Council	12%	50%	32%	5%	1%	100%	Much higher
I am pleased with the overall direction that the City government is taking	13%	47%	32%	6%	2%	100%	Higher

Responses were converted to a 100-point scale where 0 equals "strongly disagree" and 100 equals "strongly agree." When compared to 2012, residents in 2014 gave similar evaluations to the overall direction of City government and the overall performance of the Mayor and Council. Overall, ratings have remained stable since these questions were first asked.

**Figure 32: Overall Direction and Overall Performance Compared by Year**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	2014	2012	2010	2008	2007	2005	2003	2001
I am pleased with the overall performance of the City of Rockville Mayor and Council	67	65	64	NA	NA	NA	NA	NA
I am pleased with the overall direction that the City of Rockville government is taking	66	66	65	66	64	66	65	65

*Prior to 2014, "I am pleased with the overall direction that the City government is taking" was "I am pleased with the overall direction that the City of Rockville government is taking."*

No differences were observed for ratings of the overall direction of the City government and the overall performance of the Mayor and Council between respondents living in different geographic areas in Rockville.

**Figure 33: Overall Direction and Overall Performance Compared by Geographic Area**

<b>Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))</b>	<b>East of Route 355</b>	<b>Between Route 355 and I-270</b>	<b>West of I-270</b>
I am pleased with the overall performance of the City of Rockville Mayor and Council	66	68	66
I am pleased with the overall direction that the City government is taking	64	66	67

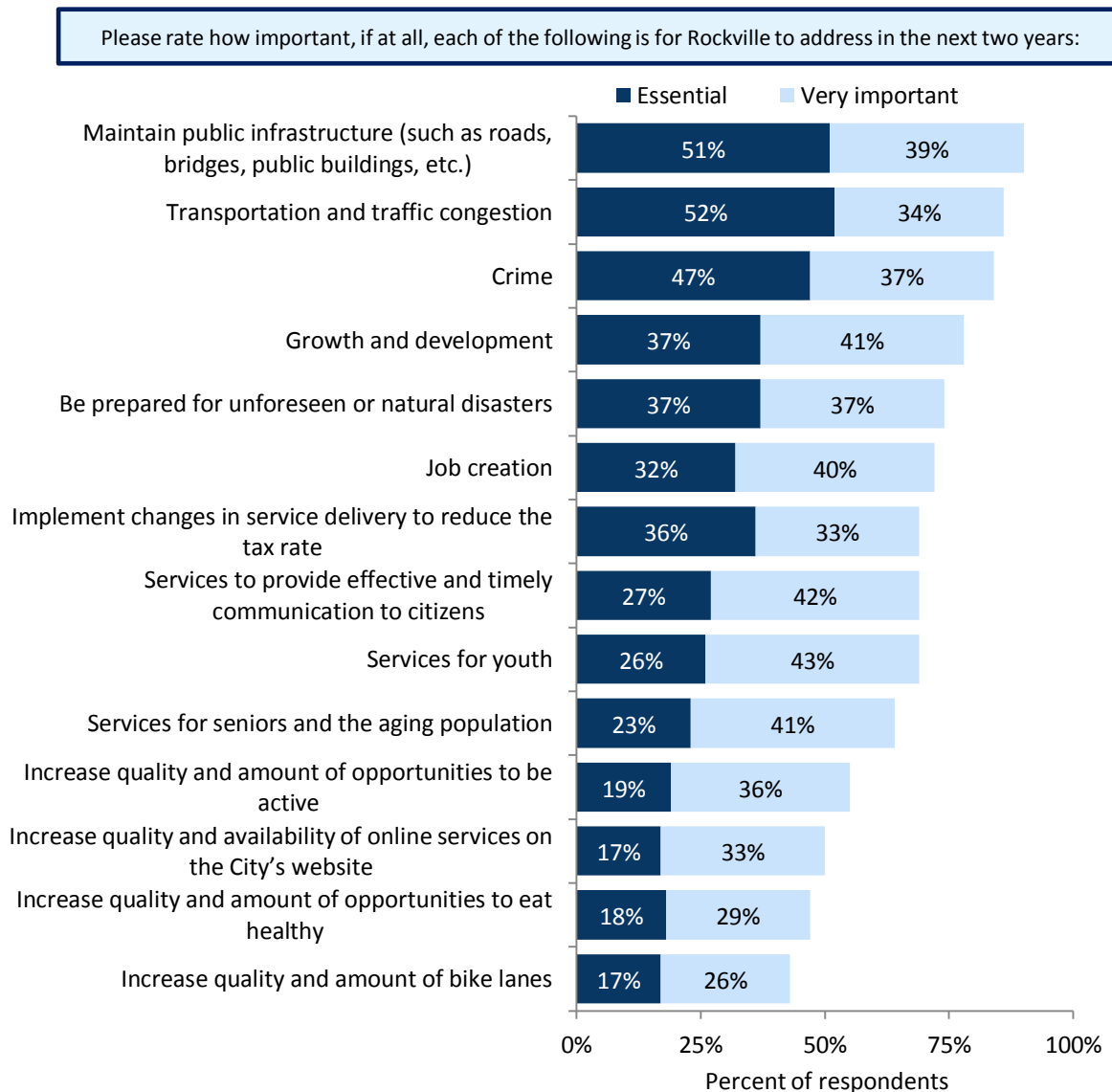
*There were no significant differences between responses given by residents living in different areas of the city.*

## Resident Priorities Related to Good Governance

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. Each of the 14 potential priorities have been included under other Mayor and Council Critical Success Factors but the question as a whole has been included here to aid in understanding residents' relative importance of the varied potential priorities for the City in the next two years.

Most potential priorities (12 of 14) received “essential” or “very important” marks from at least a majority of respondents. Priorities deemed as most important were maintaining public infrastructure (90% “essential” or “very important”), addressing transportation and traffic congestion (86%) and addressing crime (84%). Priorities deemed as least important were increasing the quality and amount of opportunities to eat healthy and increasing the quality and amount of bike lanes with less than a majority indicated each as “essential” or “very important.”

**Figure 34: Importance of Potential Priorities**



## Livable Neighborhoods

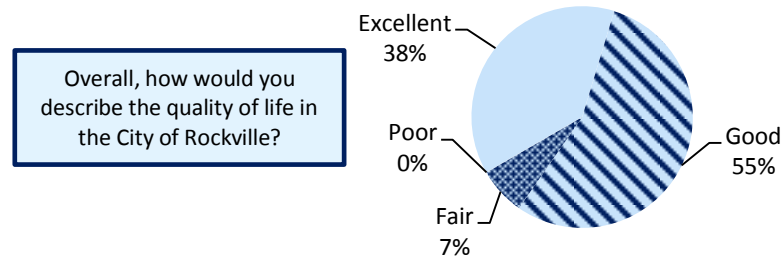
Through this guiding principle, the City of Rockville is a community of diverse neighborhoods offering a high quality of life. This is accomplished through the City’s commitment to public safety, pedestrian safety, traffic mitigation, diversity in housing options, property maintenance, and support for high-quality education and City services that address the needs of all constituencies.

Assessing residents’ perspectives about the aspects of quality of life, characteristics of the community, feelings of safety and reasons for living in Rockville, among others, will aid the City in tracking the goals identified under this principle.

### Quality of Life in Rockville

Rockville residents rated the overall quality of life in the city highly, with 93% saying that it was “excellent” or “good,” and 7% saying it was “fair.” No residents thought it was “poor.” The overall quality of life in the city received ratings that were much higher than the national benchmark.

**Figure 35: Overall Quality of Life**



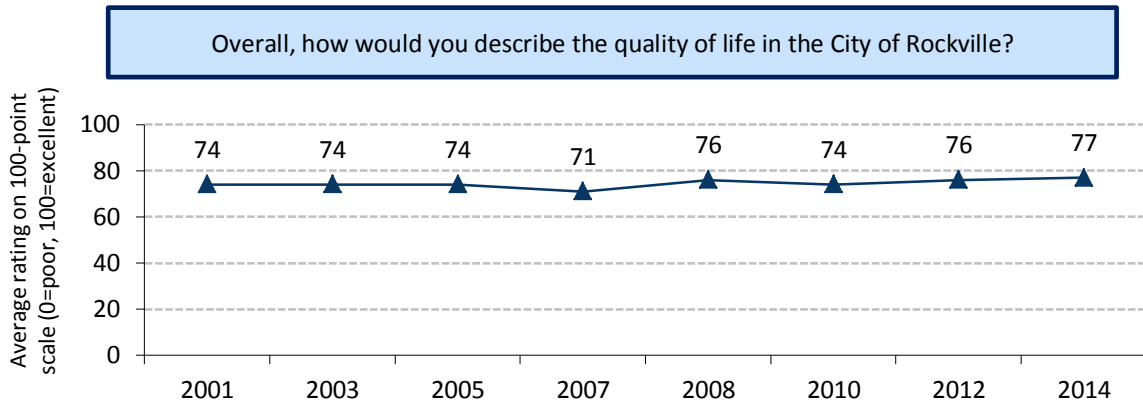
Residents awarded similarly positive ratings to Rockville as a place to raise children (93% “excellent” or “good”) and to the overall quality of their neighborhood (86%). Fewer (59%) felt that Rockville was an “excellent” or “good” place to retire, and 14% felt it was a “poor” place to retire. Rockville as a place to raise children and the overall quality of neighborhoods received ratings that were much higher than the national benchmark. Much lower ratings were given to Rockville as a place to retire when compared to ratings given in other communities across the country.

**Figure 36: Aspects of Quality of Life**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
How do you rate Rockville as a place to raise children?	40%	53%	6%	1%	100%	Much higher
How do you rate the overall quality of your neighborhood?	36%	50%	13%	1%	100%	Much higher
How do you rate Rockville as a place to retire?	19%	40%	27%	14%	100%	Much lower

The overall quality of life in Rockville received an average rating of 77, representing a score between “good” and “excellent” on the 100-point scale. The city as a place to raise children was given a similar rating (77 points). The overall quality of their neighborhood (74) also was given favorable ratings by respondents. Fewer residents gave positive ratings to Rockville as a place to retire (55). Ratings of the various aspects of quality of life in 2014 were similar to those given in 2012.

**Figure 37: Overall Quality of Life Compared by Year**

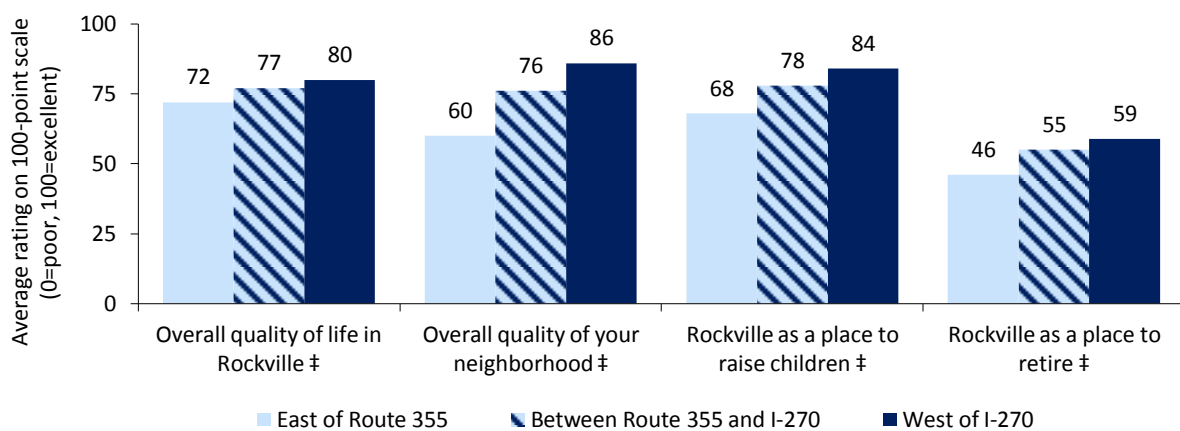


**Figure 38: Aspects of Quality of Life Compared by Year**

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
How do you rate Rockville as a place to raise children?	77	77	76	74	68	73	71	70
How do you rate the overall quality of your neighborhood?	74	74	71	71	70	74	73	70
How do you rate Rockville as a place to retire?	55	57	57	53	47	52	53	51

Respondents living east of Route 355 tended to give lower ratings to the overall quality of life in Rockville and to each aspect of quality of life in Rockville while respondents living west of I-270 tended to give higher ratings.

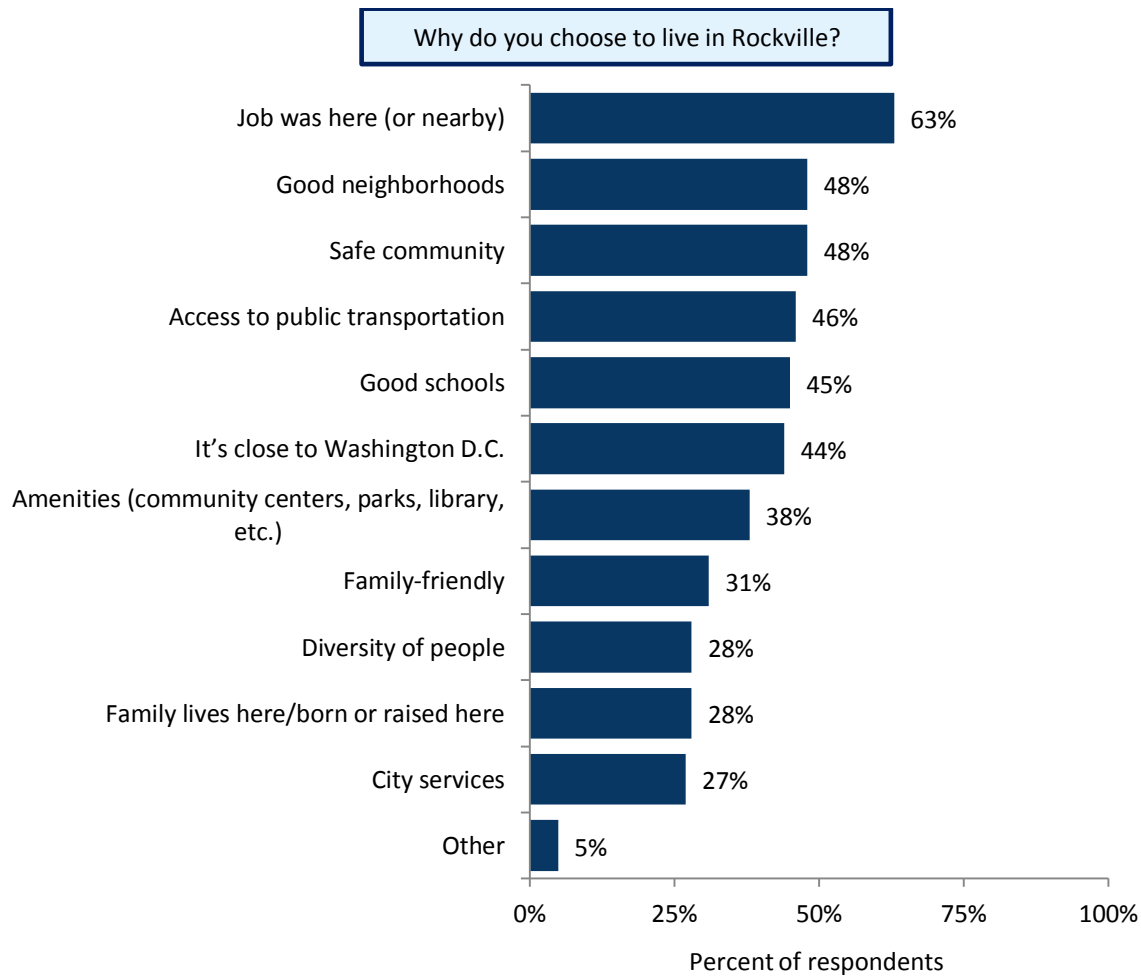
**Figure 39: Aspects of Quality of Life Compared by Geographic Area**





For the first time in 2014, survey respondents were asked why they chose to live in Rockville. A list of options was provided from which they could select as many reasons as they wished. The most frequently indicated reason for living in Rockville was that the respondent's job was in Rockville (or nearby) (63%). Good neighborhoods, safe community, access to public transportation, good schools and proximity to Washington D.C. were the other most commonly cited reasons. Those that selected "other" had the opportunity to write in their unlisted reason for living in Rockville; these "other" responses can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

**Figure 40: Reasons for Living in Rockville**



*\*Total may exceed 100% as respondents could select more than one answer.*

## Characteristics of the Community and Environment

Several questions gauged perspectives about various aspects of the community and environment. Rockville residents were pleased with most characteristics of their community, with about 8 in 10 rating the community's appearance, openness and acceptance and opportunities to attend cultural events as "excellent" or "good." Three-quarters gave positive ratings to Rockville's natural environment and about 7 in 10 gave positive ratings to the sense of community in Rockville.

When compared to the nation, Rockville residents gave ratings that were much higher than the benchmark for all characteristics of the community and environment except the natural environment, which was rated similar to the benchmark.

**Figure 41: Community Characteristics and the Environment**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Openness and acceptance of the community toward people of diverse backgrounds	33%	51%	13%	3%	100%	Much higher
Overall appearance of Rockville	24%	57%	17%	2%	100%	Much higher
Opportunities to attend cultural or arts events	32%	46%	19%	3%	100%	Much higher
Rockville's natural environment	24%	53%	20%	3%	100%	Similar
Sense of community	21%	50%	24%	5%	100%	Much higher

Ratings were converted to the 100-point scale where 0 equals "poor" and 100 equals "excellent." Rockville residents felt most positively about the openness and acceptance of the community toward people of diverse backgrounds (72 points or above "good"), followed by opportunities to attend cultural or arts events (69) and the overall appearance of Rockville (68). Rockville's natural environment also received ratings roughly equivalent to "good" on the 100-point scale. Sense of community received the lowest rating of 62 points, or just below "good."

When compared to 2012, each rating for characteristics of the community and environment remained similar in 2014.

**Figure 42: Ratings of Community Characteristics and the Environment Compared by Year**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
Openness and acceptance of the community toward people of diverse backgrounds	72	73	69	69	66	68	68	68
Opportunities to attend cultural or arts events	69	69	66	70	63	64	64	64
Overall appearance of Rockville	68	69	67	67	61	61	62	62
Rockville's natural environment	66	67	64	62	NA	NA	NA	NA
Sense of community	62	63	62	59	58	59	61	59

*There were no significant differences between 2012 and 2014 responses.*

Residents living east of Route 355 tended to give lower ratings to the sense of community compared to residents living in the two other areas of the city.

**Figure 43: Ratings of Community Characteristics and the Environment Compared by Geographic Area**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Route 355	Between Route 355 and I-270	West of I-270
Openness and acceptance of the community toward people of diverse backgrounds	68	72	74
Opportunities to attend cultural or arts events	67	70	69
Overall appearance of Rockville	64	67	70
Rockville's natural environment	64	67	67
Sense of community ‡	56	64	64

‡Denotes a significant difference between responses given by residents in living in different areas of the city.

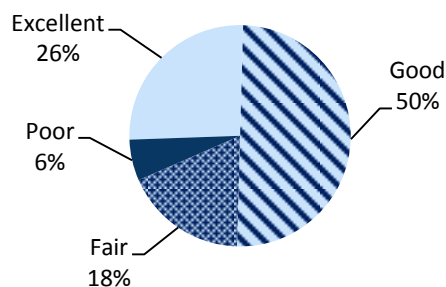
Among the list of 33 City of Rockville government services included on the 2014 survey, residents were asked to rate the quality of environmental protection and sustainability initiatives (see Figure 20 for the full list of services). About three-quarters of residents indicated the quality was “excellent” or “good” with 18% reporting the quality as “fair” and 6% reporting “poor.”

Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Quality of environmental and sustainability initiatives received ratings of about “good” (65) on the 100-point scale (see Figure 21). The rating remained stable in 2014 compared to 2012 and to when this question was first asked in 2008 (see Figure 21).

Forty-one percent of residents selected “don’t know” when rating this item. A full set of responses, including “don’t know” can be found in *Appendix A: Complete Set of Survey Responses*.

A benchmark comparison was not available (see Figure 20). Differences in quality ratings did not emerge between different areas of the city for this service (see Figure 22).

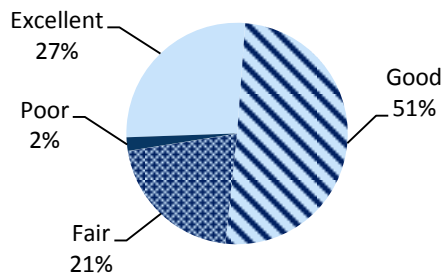
**Figure 44: Quality of Environmental and Sustainability Initiatives**



## Health and Wellness Opportunities

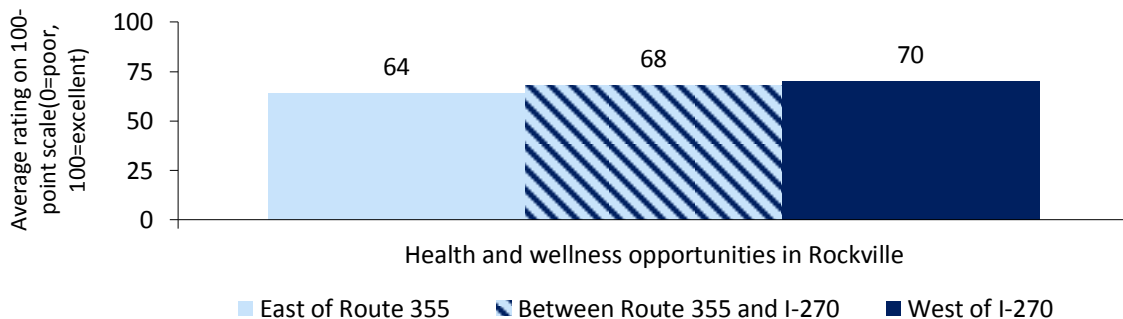
Among the list of 16 community characteristics included on the survey, residents were asked to rate the quality of health and wellness opportunities in Rockville for the first time in 2014. About three-quarters of residents indicated the quality was “excellent” or “good” with 21% reporting the quality as “fair” and 2% reporting “poor.” The quality of health and wellness opportunities received ratings that were much higher than the national benchmark.

**Figure 45: Health and Wellness Opportunities in Rockville**



Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Health and wellness opportunities in Rockville received ratings of about “good” (67) on the 100-point scale. Respondents living in each area of the city felt similarly about the quality of health and wellness opportunities available in Rockville.

**Figure 46: Ratings of Health and Wellness Opportunities in Rockville Compared by Geographic Area**



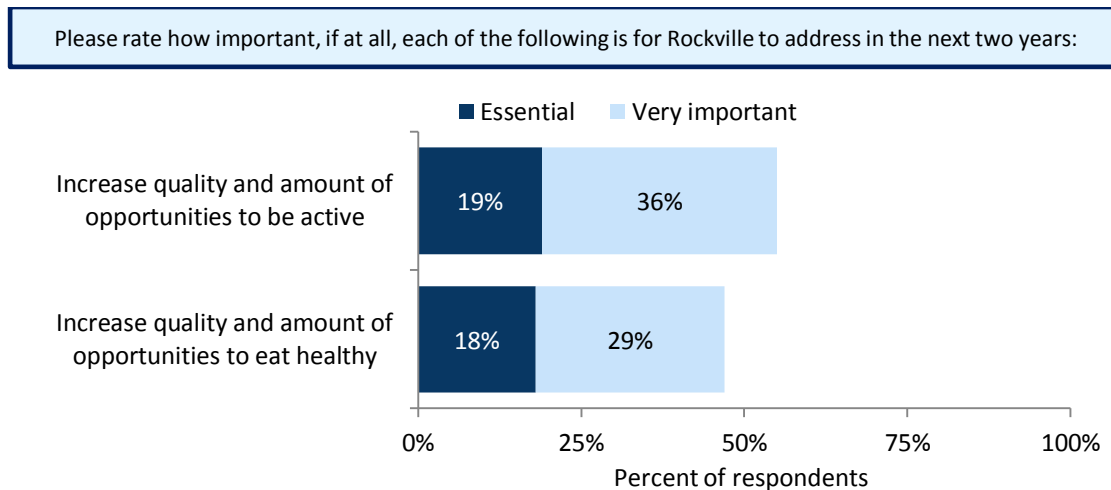
*There were no significant differences between responses given by residents living in different areas of the city.*

## Resident Priorities Related to Livable Neighborhoods

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. Three of these 14 potential priorities were included under the Livable Neighborhoods Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

Two of the three priorities were increasing the quality and amount of opportunities to be active and to eat healthy. Increasing the quality and amount of opportunities to be active was rated as “essential” or “very important” by about 55% of residents while increasing the quality and amount of opportunities to eat healthy was rated “essential” or “very important” by slightly fewer (50%) residents. Among the 14 potential priorities, these were the eleventh and thirteenth most important priorities.

**Figure 47: Importance of Increasing Opportunities to Eat Healthy and be Active**



Ratings were converted to the 100-point scale where 0 equals “poor” and 100 equals “excellent.” Health and wellness opportunities in Rockville received ratings of about “good” (67) on the 100-point scale. Respondents living in each area of the city felt similarly about the importance of Rockville addressing the quality and amount of opportunities to be active and to eat healthy.

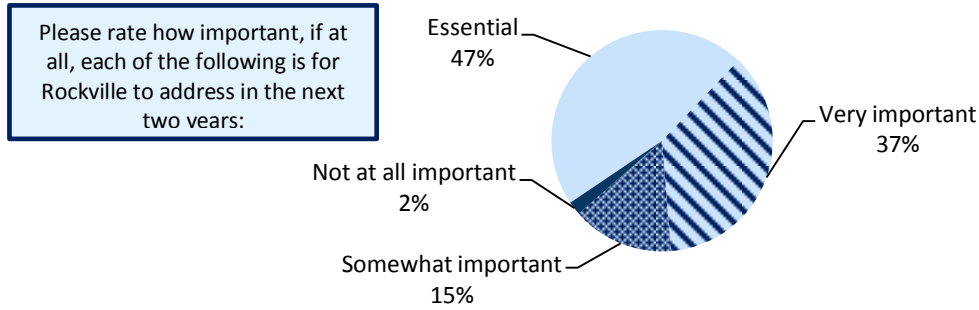
**Figure 48: Importance of Increasing Opportunities to Eat Healthy and be Active Compared by Geographic Area**

Please rate how important, if at all, each of the following is for Rockville to address in the next two years:	East of Route 355	Between Route 355 and I-270	West of I-270
Increase quality and amount of opportunities to be active	52	55	52
Increase quality and amount of opportunities to eat healthy	48	50	43

*There were no significant differences between responses given by residents living in different areas of the city.*

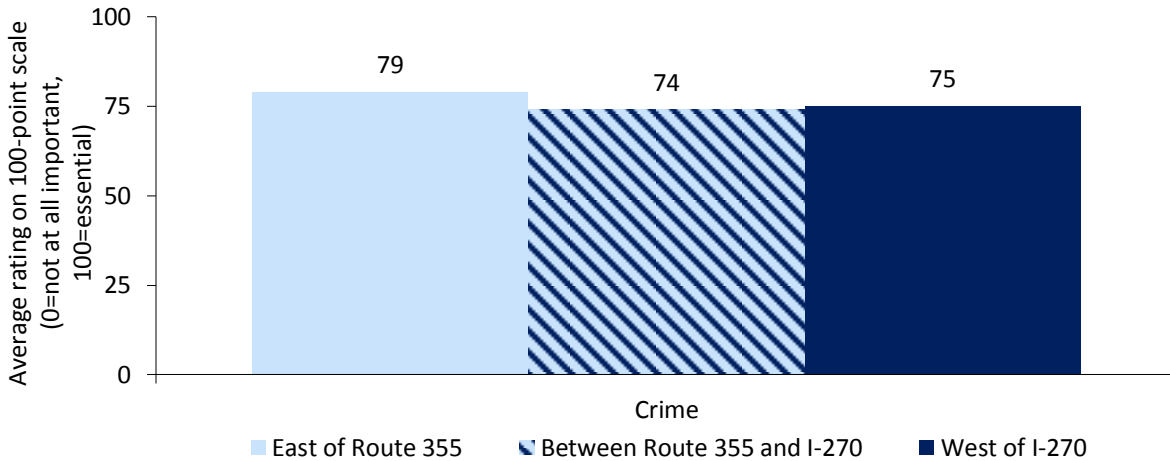
The third potential priority included under the Livable Neighborhoods Council Critical Success Factor was the importance of addressing crime. About 84% of residents indicated this as “essential” or “very important” and only two percent reported it as “not at all important.” Among the 14 potential priorities, this was the third most important priority following maintaining public infrastructure and transportation and traffic congestion.

**Figure 49: Importance of Addressing Crime**



Respondents living in each area of the city felt similarly about the importance of addressing crime in Rockville.

**Figure 50: Ratings of Importance of Addressing Crime Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

## Feelings of Safety

Rockville residents generally felt safe in their community during the day; almost 9 in 10 felt “very” or “reasonably” safe in their neighborhood and in business areas in Rockville during the day. Three-quarters felt at least “reasonably” safe crossing the street in Rockville and in their neighborhood after dark. Residents felt least safe in business areas after dark, with nine percent feeling “somewhat” or “very” unsafe.

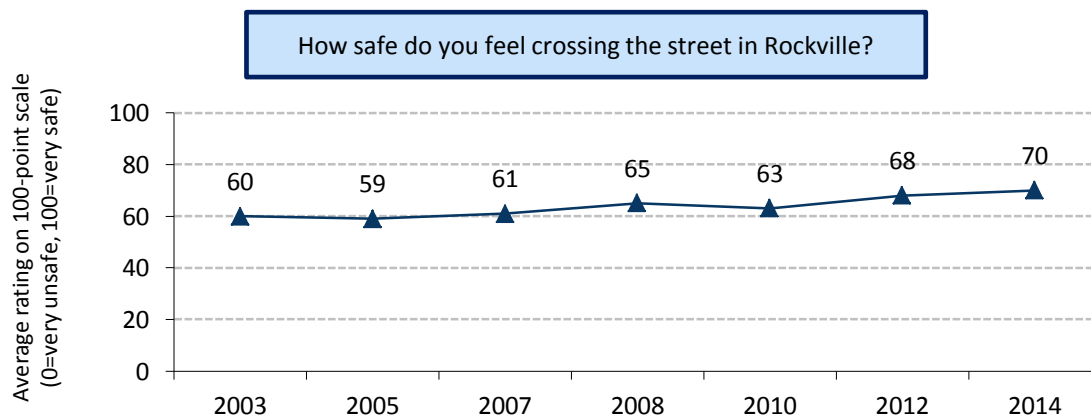
These ratings were lower or much lower than the national benchmark comparison.

**Figure 51: Safety in Rockville**

Please rate each of the following characteristics of Rockville.	Very safe	Reasonably safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Comparison to benchmark
In your neighborhood during the day	59%	32%	7%	2%	0%	100%	Much lower
In business areas in Rockville during the day	48%	41%	8%	2%	1%	100%	Much lower
In your neighborhood after dark	25%	47%	18%	8%	1%	100%	Much lower
Crossing the street in Rockville	23%	48%	18%	9%	2%	100%	NA
In business areas in Rockville after dark	19%	44%	26%	7%	2%	100%	Lower

Safety ratings in Rockville were converted to the 100-point scale where 0 equals “very” unsafe and 100 equals “very” safe. Residents generally felt safe crossing the street in Rockville, with ratings given that were between “somewhat” and “reasonably” safe. Although there was not a significant increase from 2012 to 2014, feelings of safety crossing the street in Rockville reached their highest levels in 2014 when compared to previous survey years.

**Figure 52: Ratings of Safety Crossing the Street in Rockville Compared by Year**



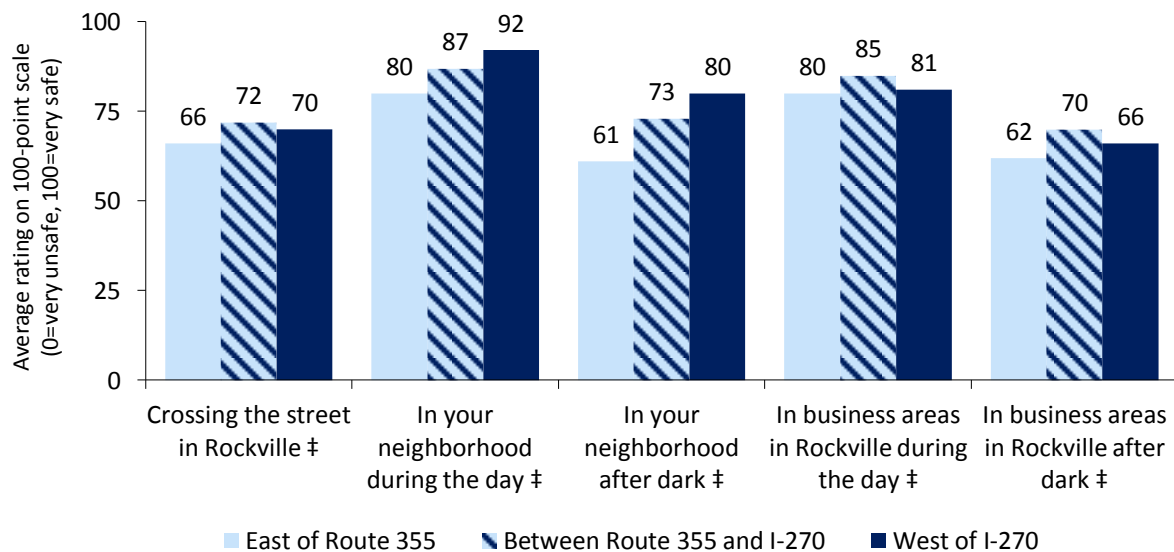
Respondents felt safer in their neighborhoods and in Rockville's business areas during the day (87 and 83 points, respectively) than after dark (71 and 68). These ratings were similar to those given in 2012.

**Figure 53: Ratings of Safety in Rockville Compared by Year**

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	2014	2012	2010	2008	2007	2005	2003	2001
In your neighborhood during the day	87	84	83	84	83	87	89	89
In business areas in Rockville during the day	83	81	79	83	82	83	86	86
In your neighborhood after dark	71	69	68	61	60	62	66	64
In business areas in Rockville after dark	68	65	64	58	54	53	58	57

Residents living west of I-270 tended to feel safer in their neighborhoods during the day and after dark compared to residents living in the two other areas of the city. Residents living between Route 355 and I-270 tended to feel safer in business areas in Rockville during the day and at night compared to residents living on the two other areas of the city.

**Figure 54: Ratings of Safety in Rockville Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents in living in different areas of the city



## Affordability of Housing and Quality of Residential Development

Evaluations of the quality of new residential development were positive with about three-quarters giving an “excellent” or “good” rating. About one-third gave positive ratings to the availability of affordable housing.

Thirty percent of respondents selected “don’t know” when rating the quality of new residential development. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to ratings given by residents in other jurisdictions across the U.S., Rockville residents gave much lower average ratings to the availability of affordable housing. A benchmark rating was not available for the quality of new residential development.

**Figure 55: Affordable Housing and Quality of Residential Development**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Quality of new residential development †	22%	49%	22%	7%	100%	NA
Availability of affordable housing	8%	28%	40%	25%	100%	Much lower

†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents gave average ratings between “good” and “fair” for the quality of new residential development and the availability of affordable housing (62 and 39 points on the 100-point scale, respectively).

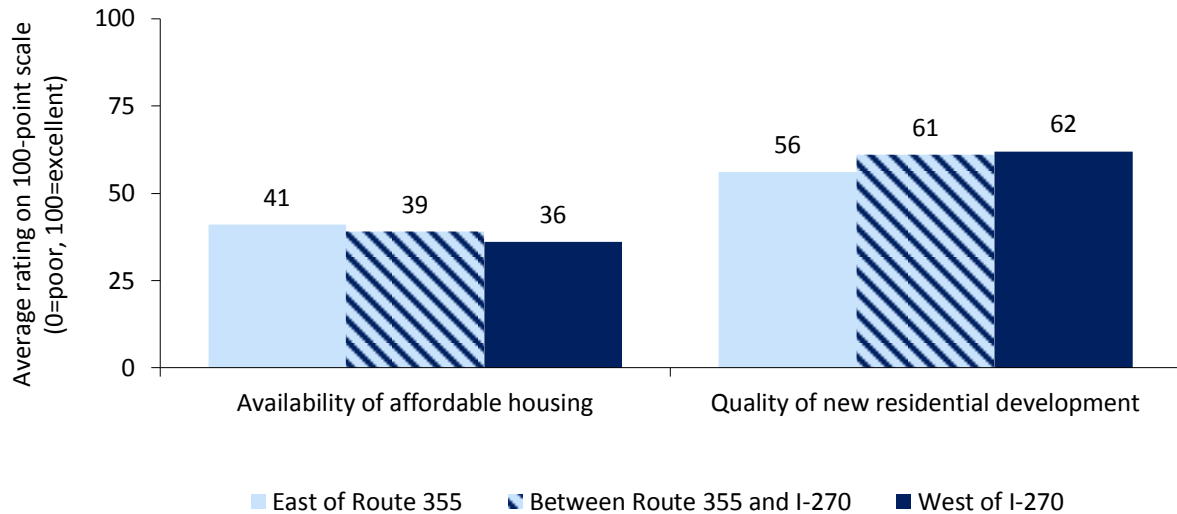
When compared to 2012, average ratings for each of the two aspects of the community were similar in 2014. However, the rating for the quality of new residential development has increased since 2003.

**Figure 56: Ratings of Affordable Housing and Quality of Residential Development Compared by Year**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
Quality of new residential development	62	61	60	59	57	59	56	56
Availability of affordable housing	39	37	36	37	33	35	39	NA

No differences were found among ratings for the availability of affordable housing and for the quality of new residential development by geographic area of residence.

**Figure 57: Ratings of Affordable Housing and Quality of Residential Development Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

## Fiscal Responsibility

Through this guiding principle the City of Rockville has a track record of fiscal stability evidenced by exemplary bonding ratings, appropriate reserve planning and well-thought-out and researched capital and operating plans.

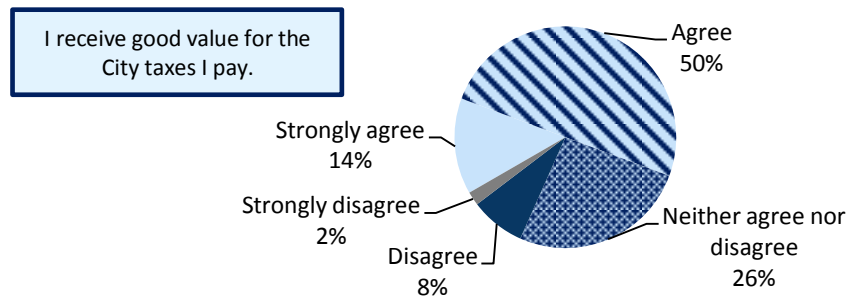
Assessing residents' perspectives about the value of services they receive for the City taxes they pay as well as residents' priorities for spending will aid the City in tracking the goals identified under this principle.

### Value for Taxes Paid

Survey respondents were asked the extent to which they agreed or disagreed that they received good value for the City of Rockville government taxes they pay. A majority (64%) agreed that they received good value for the City taxes they paid. One-quarter said that they neither agreed nor disagreed with this statement and about 1 in 10 disagreed.

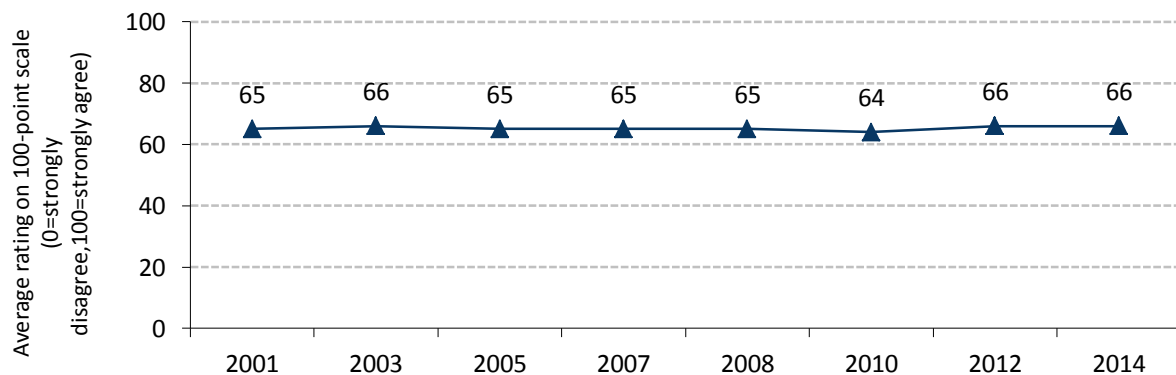
When compared to the national benchmark, Rockville residents gave ratings to the value they received for the taxes paid that were much higher than ratings given in other communities.

**Figure 58: Value for Taxes Paid to the City**



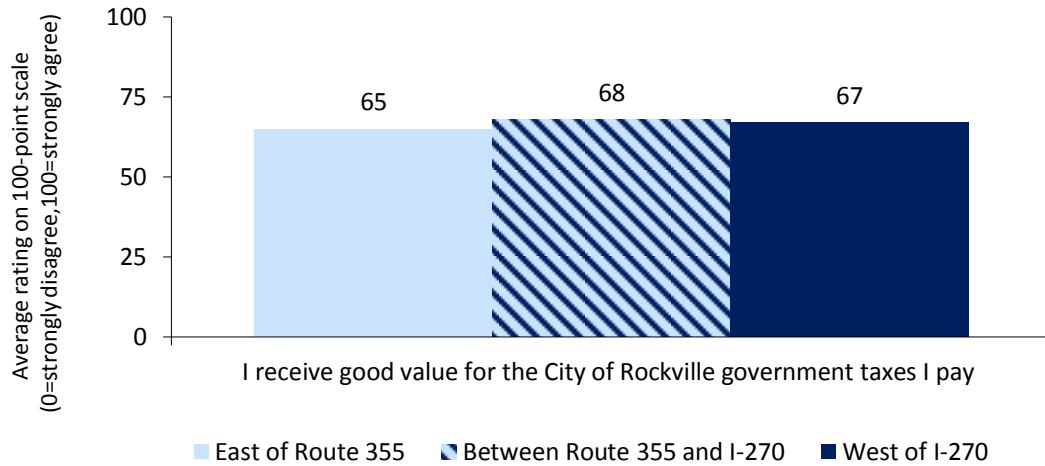
Responses were converted to a 100-point scale where 0 equals "strongly disagree" and 100 equals "strongly agree." When compared to 2012, residents in 2014 gave similar evaluations to the value they get for the City taxes they pay, 66 points on the 100-point scale or a rating of "good." Overall, ratings have remained stable since this question was first asked in 2001.

**Figure 59: Value for Taxes Paid to the City Compared by Year**



As in previous survey years, survey responses were compared by three geographic areas within the city: respondents living east of Route 355, between Route 355 and I-270 or west of I-270. No differences were observed for ratings of the value received for the City taxes paid between respondents living in different geographic areas in Rockville.

**Figure 60: Ratings of Value for Taxes Paid to the City Compared by Geographic Area**



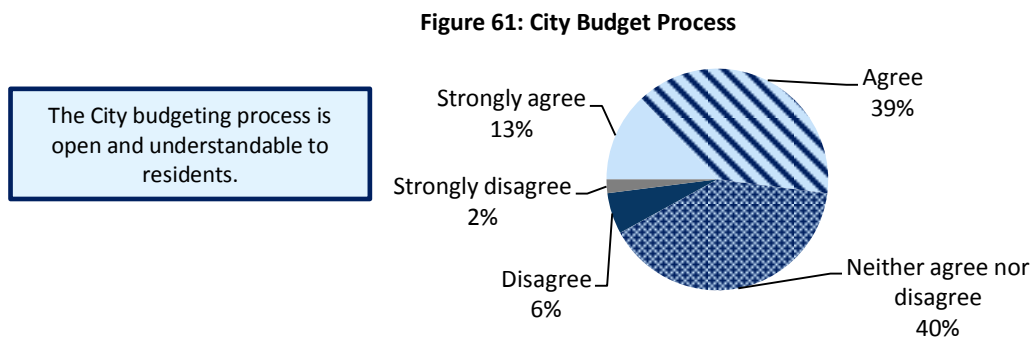
*There were no significant differences between responses given by residents living in different areas of the city.*

## Budget Process

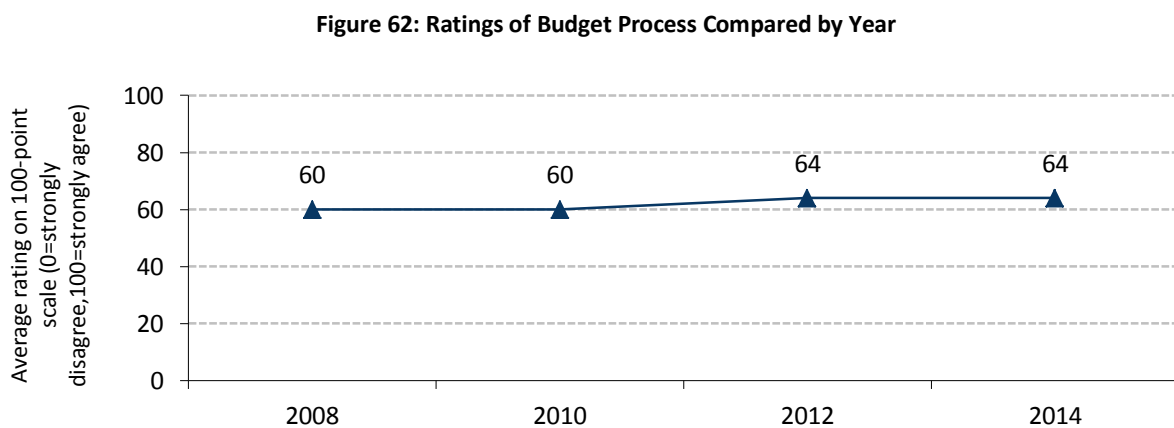
Survey respondents were asked the extent to which they agreed or disagreed that the City budgeting process is open and understandable to residents. About half (52%) agreed that the City budgeting process is open and understandable to residents. One-quarter said that they neither agreed nor disagreed with this statement and about 1 in 10 disagreed.

Thirty-seven percent of respondents selected “don’t know” when rating their agreement that the City budgeting process is open and understandable to residents. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including “don’t know,” can be found in *Appendix A: Complete Set of Survey Responses*.

A national benchmark was not available for this question.

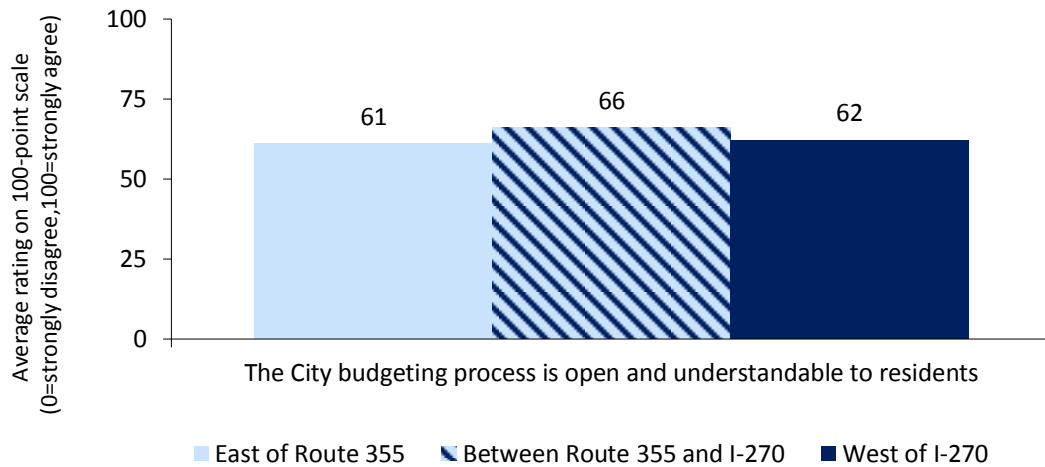


Responses were converted to a 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” When compared to 2012, residents in 2014 gave similar evaluations to the City budgeting process being open and understandable to residents, 64 points on the 100-point scale or a rating of “good.” Overall, ratings have remained stable since this question was first asked in 2008.



There were no differences observed for ratings of the value received for the City budgeting process being open and understandable to residents between respondents living in different geographic areas in Rockville.

**Figure 63: Ratings of Budget Process Compared by Geographic Area**



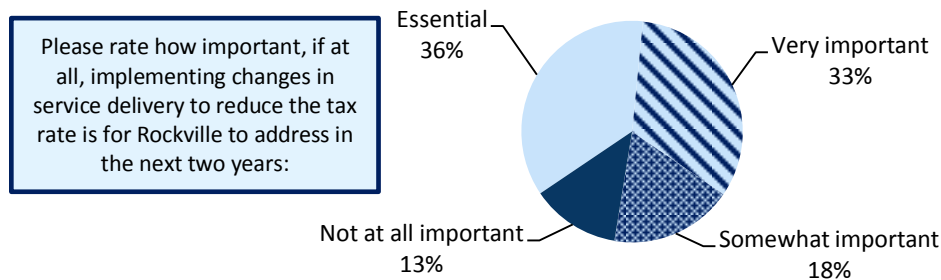
*There were no significant differences between responses given by residents living in different areas of the city.*

## Resident Priorities Related to Fiscal Responsibility

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. One of these 14 potential priorities was included under the Fiscal Responsibility Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

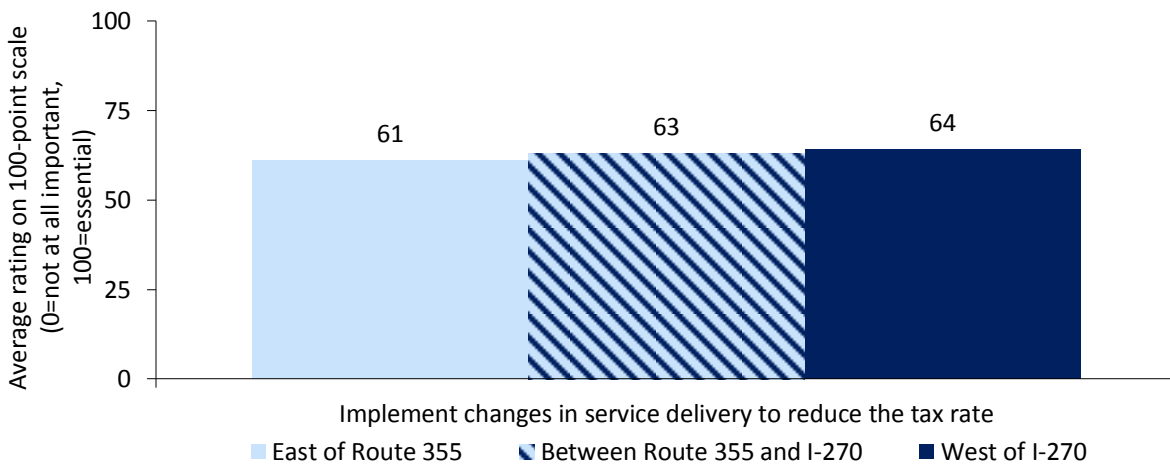
About 7 in 10 residents indicated implementing changes in service delivery to reduce the tax rate as “essential” or “very important” and about 13% percent reported it as “not at all important.” Among the 14 potential priorities, this was the seventh most important priority.

**Figure 64: Importance of Implementing Changes in Service Delivery to Reduce the Tax Rate**



There were no differences observed for ratings of the importance of implementing changes in service delivery to reduce the tax rate between respondents living in different geographic areas in Rockville.

**Figure 65: Importance of Implementing Changes in Service Delivery to Reduce the Tax Rate by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

## Well-Planned Community

Through this guiding principle, Rockville strives to be a well-planned community that reinvents itself and manages increasing density and growth associated with being part of a major metropolitan area. Rockville is known for quality transit-oriented and mixed-use development. The City's draft Rockville's Pike Plan strives to demonstrate best practices in multi-model transportation planning.

Assessing residents' perspectives about ease of travel, transportation needs, and growth will aid the City in tracking the goals identified under this principle.

### Ease of Travel

Evaluations of the ease of travel in Rockville by transit and by car were high, with three-quarters of respondents rating each as "excellent" or "good" (78% and 73%, respectively). Two-thirds said that the ease of travel by walking was "excellent" or "good," and 6 in 10 felt that the ease of getting around by bicycle in Rockville was at least "good."

More than 20% of respondents selected "don't know" when rating the quality of ease of travel by bicycle. For the most part, ratings shown in the report body represent those who had an opinion. The full set of responses for each question, including "don't know," can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to ratings given by residents in other jurisdictions across the U.S., Rockville residents gave much higher or higher average ratings to the ease of travel by transit, by car and by bicycle. Similar ratings were given to the ease of travel by walking.

**Figure 66: Ease of Travel**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Ease of travel in Rockville by transit	30%	48%	17%	5%	100%	Much higher
Ease of travel in Rockville by car	25%	48%	21%	6%	100%	Much higher
Ease of travel in Rockville by walking	21%	44%	28%	7%	100%	Similar
Ease of travel in Rockville by bicycle †	15%	44%	29%	12%	100%	Higher

†Denotes 20% or more of respondents who said "don't know" when asked to rate this item.



Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents gave average ratings between “good” and “fair” for the ease of travel by car, by walking and by bicycle ( between 64 and 54 points on the 100-point scale) with slightly higher average ratings to ease of travel by transit (68).

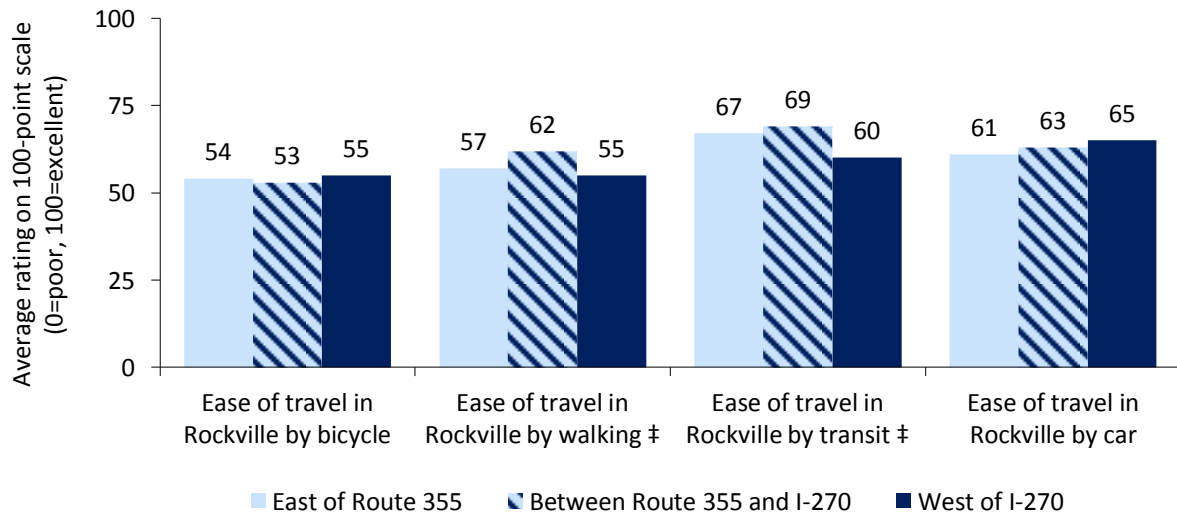
When compared to 2012, average ratings for each of these aspects of the community were similar in 2014. However, since these questions were first asked in 2001, ratings for the ease of travel by car, by walking, and by bicycle have been on the rise.

**Figure 67: Ratings of Ease of Travel Compared by Year**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
Ease of travel in Rockville by transit	68	66	63	63	63	61	64	63
Ease of travel in Rockville by car	64	65	59	59	56	55	58	56
Ease of travel in Rockville by walking	60	60	55	55	50	51	52	52
Ease of travel in Rockville by bicycle	54	51	48	50	44	42	44	41

Those living west of I-270 tended to give lower ratings to the ease of travel by walking and by transit compared to residents living in other areas of the city.

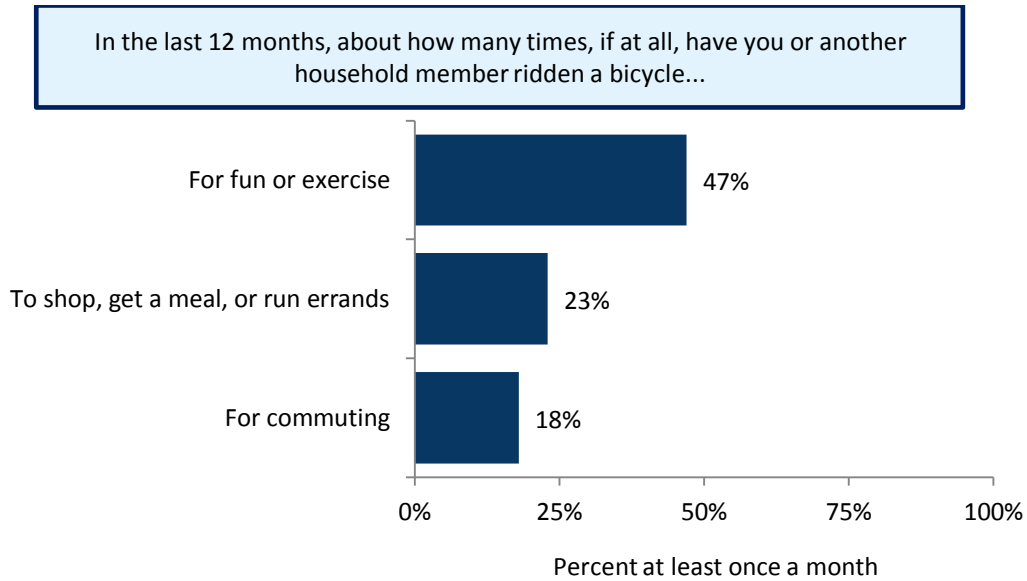
**Figure 68: Ratings of Ease of Travel Compared by Geographic Area**



‡ Denotes a significant difference between responses given by residents in living in different areas of the city.

A new question on the survey asked residents to indicate how frequently they have ridden a bicycle in the last 12 months for three potential reasons. Nearly half indicated they had ridden a bicycle for fun or exercise at least once a month or less in the last 12 months. About one in five indicated they had ridden a bicycle to shop, get a meal or run errands (23%) and for commuting (18%).

**Figure 69: Bicycle Use Frequency**

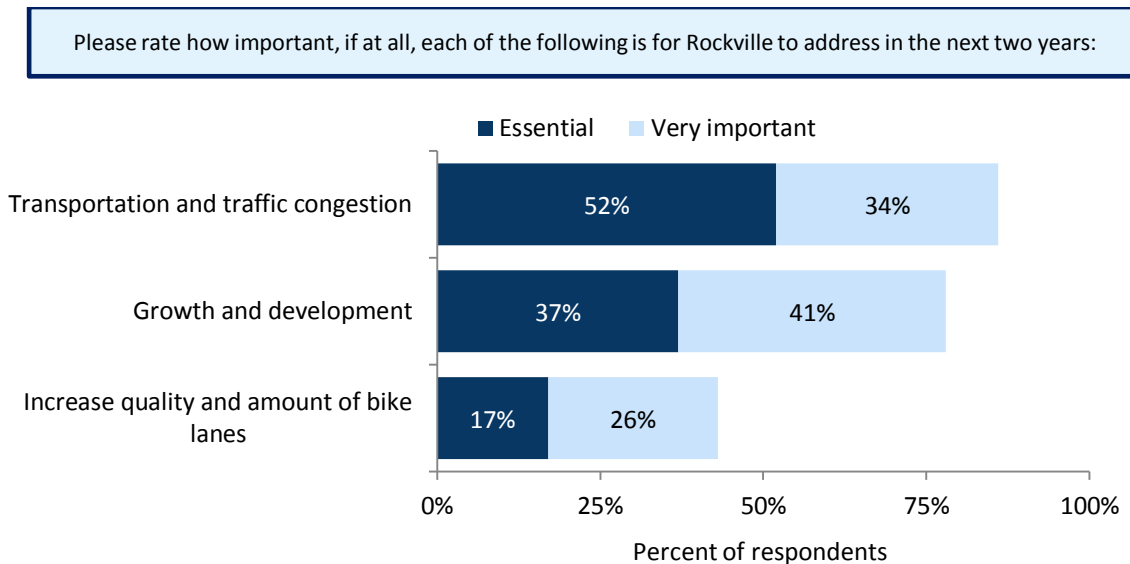


## Resident Priorities Related to Well-Planned Community

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. Three of these 14 potential priorities were included under the Well-Planned Community Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

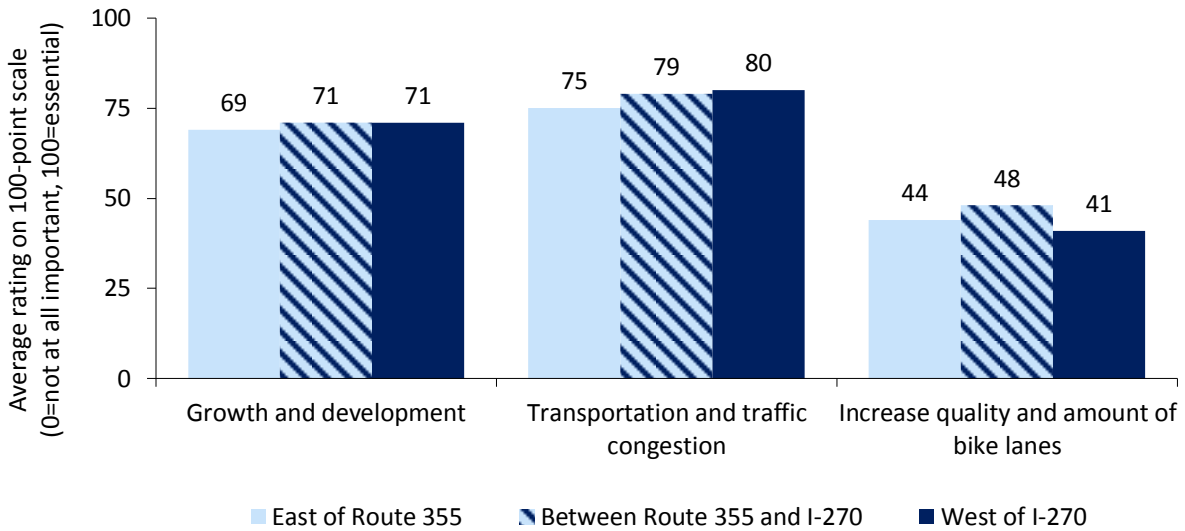
Addressing transportation and traffic congestion was rated as “essential” or “very important” by 86% of residents followed by growth and development with 78% giving an “essential” or “very important” rating. About 4 in 10 indicated that increasing the quality and amount of bike lanes was at least “very important.” Among the 14 potential priorities, addressing transportation and traffic congestion was the second more important priority, growth and development was the fourth and increasing the quality and amount of bike lanes was the lowest priority.

**Figure 70: Importance of Priorities Related to Well-Planned Community**



There were no differences observed for ratings of the importance of priorities related to Well-Planned Community between respondents living in different geographic areas in Rockville.

**Figure 71: Ratings of Importance of Priorities Related to Well-Planned Community Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

## Engaged Residents

Through this guiding principle, the City encourages residents to be engaged in the community and take an active interest in City government. The City ensures residents have access to information about City services in a variety of formats and languages, and through a variety of tools. The City reaches out to all populations to provide relevant information in a timely manner, while actively listening and collecting feedback.

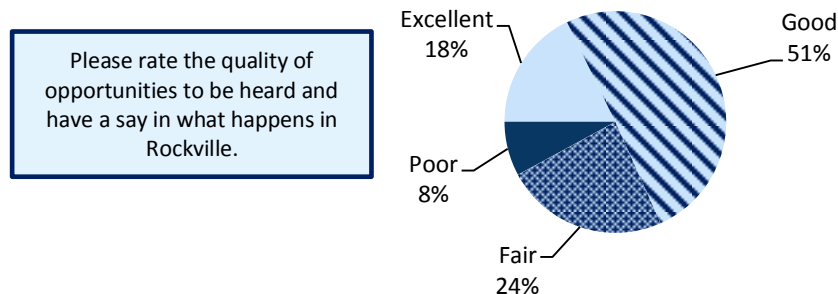
Assessing residents' perspectives about communication with the City, including attendance of City government meetings and use of technology, preferences of information sources about City news and ratings of the amount of information received will aid the City in tracking the goals identified under this principle.

### Opportunities to be involved in Rockville

For the first time in 2014, survey respondents were asked to rate the quality of opportunities to be heard and have a say in what happens in Rockville. About 7 in 10 gave “excellent” or “good” ratings to this question and only eight percent gave a “poor” rating.

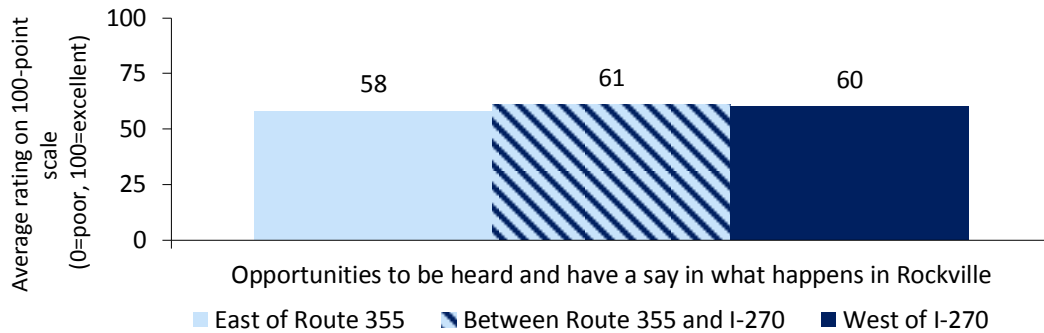
A benchmark comparison is not available for opportunities to be heard and have a say in what happens in Rockville.

**Figure 72: Opportunities to be involved in Rockville**



No differences were observed for quality ratings of opportunities to be heard and have a say in what happens in Rockville between respondents living in different geographic areas in Rockville.

**Figure 73: Ratings of Opportunities to be involved in Rockville Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

As in previous years, those completing the survey were asked to evaluate the performance of the local government. Rockville residents gave mostly positive reviews to the various aspects of local government performance related to the Engaged Residents Mayor and Council Critical Success Factor.

Seven in 10 respondents agreed that the Rockville City government welcomes citizen involvement. About half (56%) agreed that the City listens to its residents. Only one percent of residents strongly disagreed with each of these statements.

Twenty-nine percent of respondents said “don’t know” when assessing their agreement with the statement, “the City listens to its residents.” Responses presented in the body of the report are for those who had an opinion (see *Appendix A: Complete Set of Survey Responses* for a full set of responses to each question).

Both statements were rated much higher than the national benchmarks.

**Figure 74: Government Performance Ratings Related to Engaged Residents**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total	Comparison to benchmark
The City welcomes citizen involvement	17%	54%	23%	4%	1%	100%	Much higher
The City listens to its residents †	14%	42%	35%	7%	1%	100%	Much higher

*†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.*

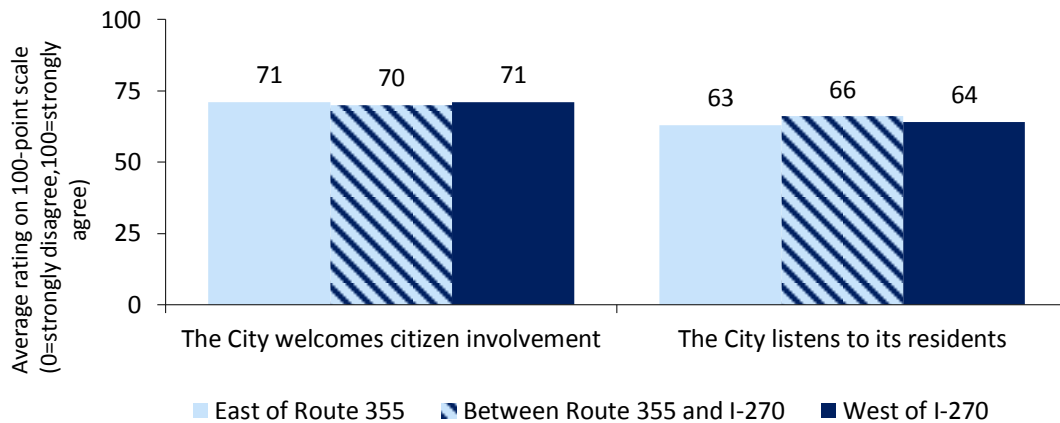
Responses were converted to a 100-point scale where 0 equals “strongly disagree” and 100 equals “strongly agree.” When compared to 2012, residents in 2014 gave similar evaluations to the City listening to its residents and welcoming citizen involvement.

**Figure 75: Government Performance Ratings Related to Engaged Residents Compared by Year**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	2014	2012	2010	2008	2007	2005	2003	2001
The City of Rockville government welcomes citizen involvement	71	70	68	70	69	70	70	72
The City of Rockville government listens to its residents†	65	65	60	NA	NA	NA	NA	NA

No differences were observed between respondents living in different geographic areas in Rockville for evaluations of the City listening to its residents and welcoming citizen involvement.

**Figure 76: Government Performance Ratings Related to Engaged Residents Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

## Community Participation

Respondents were asked how frequently they used or participated in various parks and recreation facilities and programs in the 12 months prior to the survey. Most reported that they had used a Rockville park at least once in the previous 12 months (86%) and 7 in 10 said they had attended a City-sponsored special event (71%). About 6 in 10 said they had used a Rockville recreation center and 4 in 10 had participated in a Rockville recreation program.

Rates of participation and use for three of the four parks and recreation offerings could be compared to the national benchmark. Rockville residents reported higher usage of City parks and recreation centers compared to other communities across the country, while Rockville residents participated much less frequently in a City recreation program.

**Figure 77: Community Participation**

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	Comparison to benchmark
Used a Rockville park (includes trail, playground, ball fields/courts)	14%	19%	25%	17%	25%	100%	Higher
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmer's Market, July 4th, Car Show)	29%	34%	30%	5%	3%	100%	NA
Used a Rockville recreation center	39%	23%	22%	7%	8%	100%	Higher
Participated in a Rockville recreation program	57%	21%	13%	4%	6%	100%	Much lower

Rates of participation and use remained stable from 2012 to 2014, except for the use of recreation centers which saw increased participation rates in 2014 (61% in 2014 versus 55% in 2012 had used a recreation center at least once in the 12 months prior to the survey).

**Figure 78: Frequency of Participation Compared by Year**

In the last 12 months, about how many times have you, a family member in your home or other household member done each of the following things: (Percent of respondents who had used at least once in the last 12 months.)	2014	2012	2010	2008	2007	2005	2003	2001
Used a Rockville park (includes trail, playground, ball fields/courts)	86%	85%	81%	83%	83%	78%	80%	76%
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmer's Market, July 4th, Car Show)	71%	69%	75%	74%	73%	67%	65%	71%
Used a Rockville recreation center **	61%	55%	56%	60%	62%	56%	58%	55%
Participated in a Rockville recreation program	43%	40%	42%	46%	46%	39%	38%	41%

*\*\*Denotes a significant difference between 2012 and 2014 responses.*



## City Cable Channel and Website

As in previous years, respondents were asked to evaluate the quality of the Rockville Channel programming and the City’s website and whether or not they had used the City’s website. Three-quarters rated the City of Rockville’s website as “excellent” or “good,” and two-thirds gave such ratings to the Rockville Channel programming.

One-third of respondents selected “don’t know” when rating the quality of the City’s website while 6 in 10 said “don’t know” to the quality of the Cable Channel 11 programming (see *Appendix A: Complete Set of Survey Responses* for all responses including “don’t know”).

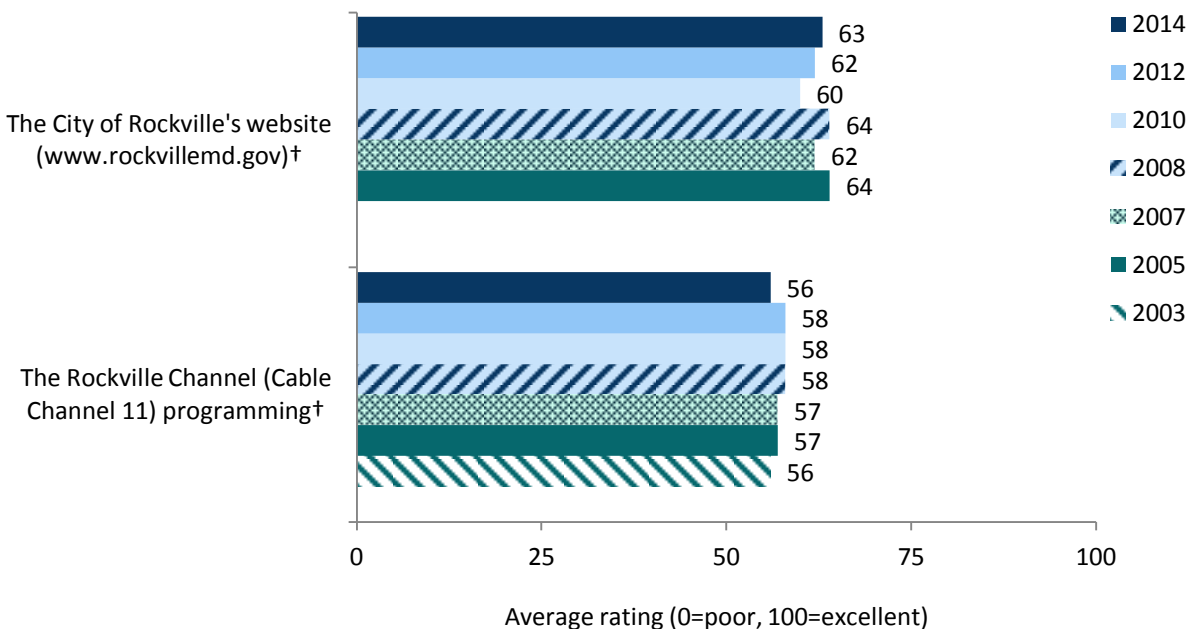
When compared to the benchmark, Rockville’s website received ratings much higher than those given by residents across the country and Rockville’s cable channel programming received ratings that were similar.

**Figure 79: Rockville Channel Programming and City Website**

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
The City of Rockville’s website (www.rockvillemd.gov)	21%	52%	24%	4%	100%	Much higher
The Rockville Channel (Cable Channel 11) programming	16%	47%	27%	11%	100%	Similar

Average ratings for the website received a slightly higher rating (63) than those given to the cable channel programming (56). Ratings in 2014 were similar to those given in 2012.

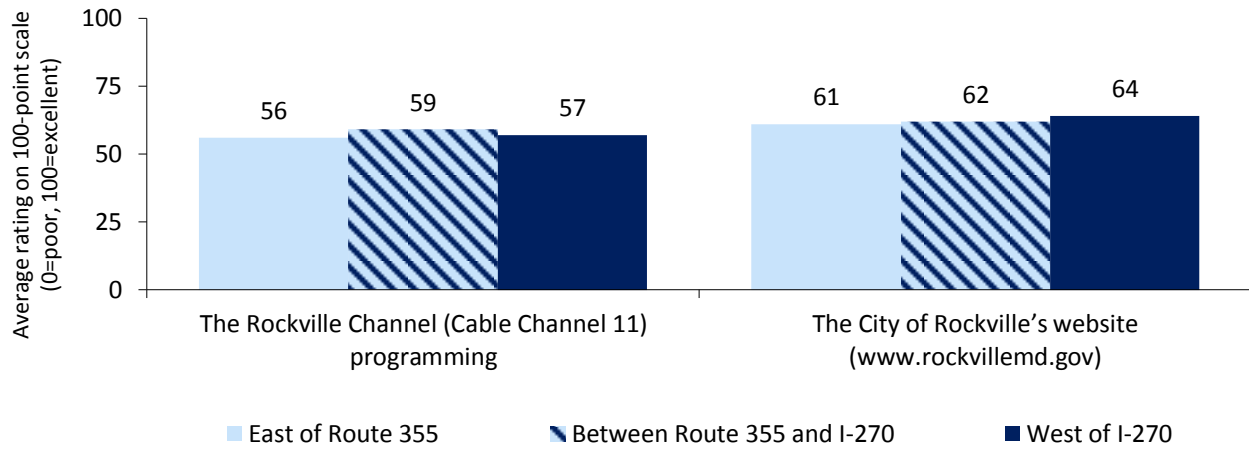
**Figure 80: Ratings of The Rockville Channel Programming and City Website Compared by Year**



†Denotes 20% or more of respondents who said “don’t know” when asked to rate this item.

No differences were observed for quality ratings of The Rockville Channel and the City’s website between respondents living in different geographic areas in Rockville.

**Figure 81: Ratings of the Rockville Channel Programming and City Website Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

Respondents were asked whether or not they had used the City’s website in the 12 months prior to the survey. About half (54%) of residents reported having visited the City’s website in the prior 12 month period. Usage of the City’s website decreased in 2014 compared to 2012 (54% versus 65%, respectively).

**Figure 82: Use of City Website Compared by Year**

Have you used the City's website (www.rockvillemd.gov) in the last 12 months?	2014	2012	2010	2008	2007	2005	2003	2001
Have you used the City's website (www.rockvillemd.gov) in the last 12 months? **	54%	65%	66%	68%	60%	52%	46%	27%

*Percent "yes."*

*Prior to 2014, the responses were on a scale of never, less than once a month, 1 to 3 times a month, once a week.*

*The percents reported prior to 2014 are the combination of less than once a month or more frequently.*

*\*\* Indicates a significant difference between 2012 and 2014 responses.*

Those who reported having visited the City’s website in the last 12 months were asked to rate five different aspects of the site. When evaluating the City website’s provision of up-to-date information, 88% of respondents indicated it was “excellent” or “good.” At least three-quarters gave favorable ratings to the website’s appearance and to the quality of online services offered. Six in 10 rated the ease of navigation and the website search function positively, while just fewer than 10% felt these aspects of the website were “poor.”

Three of the five aspects of the City’s website were available for comparison to the national benchmark. Both the website’s appearance and up-to-date information received ratings much higher than the national benchmark and the ease of navigation was rated higher.

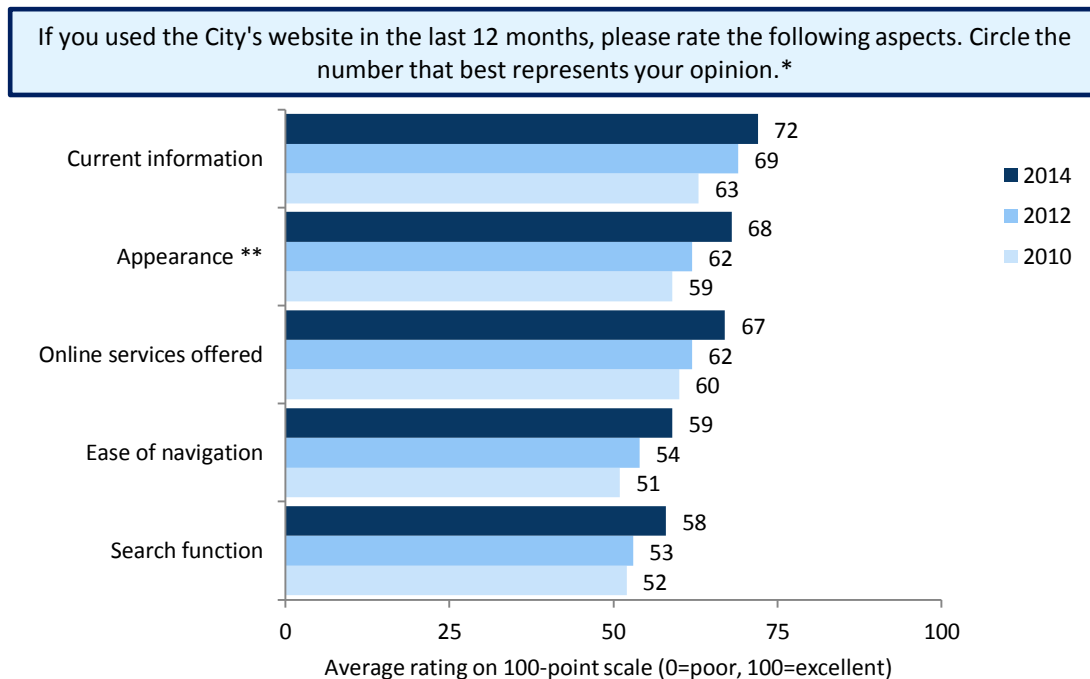
**Figure 83: Aspects of City Website**

If you used the City's website in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.*	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Current information	30%	58%	11%	1%	100%	Much higher
Appearance	26%	53%	19%	2%	100%	Much higher
Online services offered	27%	50%	20%	3%	100%	NA
Ease of navigation	23%	39%	30%	8%	100%	Higher
Search function	20%	41%	32%	8%	100%	NA

*\*Asked only of those who said they had visited the website in the last 12 months.*

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” The rating for the appearance of the website increased in 2014 compared to 2012. The remaining four aspects of the City’s website remained stable in 2014 compared to 2012; however, when compared to when these questions were first asked in 2010, ratings for each are on the rise.

**Figure 84: Ratings of the City Website Compared by Year**



*\*Asked only of those who said they had visited the website in the last 12 months.*

*\*\* Indicates a significant difference between 2012 and 2014 responses.*

## Public Information

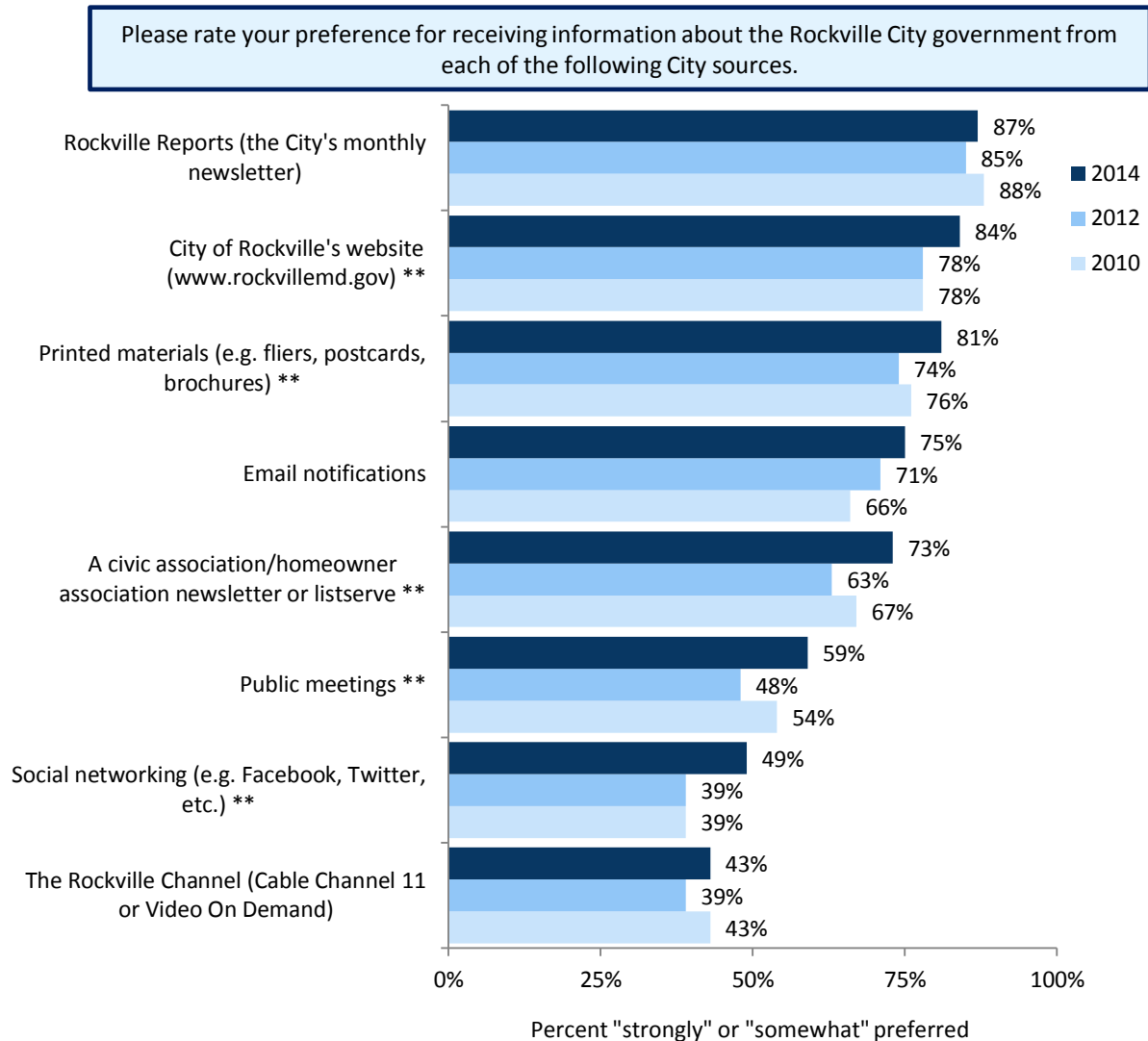
When asked their preferences for receiving information about the Rockville City government from a variety of sources, the relative order of preferred sources was similar in 2014 compared to 2012. The most preferred sources of information about the City government were Rockville Reports (87% “strongly” or “somewhat” preferred), the City’s website (84%) and printed materials (81%). Less than half of respondents said that they preferred to receive information via social networking or the Rockville Channel 11.

**Figure 85: Preferences for Receiving Information about the City**

Please rate your preference for receiving information about the Rockville City government from each of the following City sources.	Strongly prefer	Somewhat prefer	Not at all prefer	Total
Rockville Reports (the City’s monthly newsletter)	50%	37%	13%	100%
City of Rockville’s website ( <a href="http://www.rockvillemd.gov">www.rockvillemd.gov</a> )	45%	39%	16%	100%
Printed materials (e.g. fliers, postcards, brochures)	40%	41%	19%	100%
Email notifications	43%	32%	25%	100%
A civic association/homeowner association newsletter or listserve	31%	42%	27%	100%
Public meetings	13%	47%	41%	100%
Social networking (e.g. Facebook, Twitter, etc.)	20%	29%	51%	100%
The Rockville Channel (Cable Channel 11 or Video On Demand)	11%	33%	57%	100%

Respondents were more likely to prefer to get information about the City government from the City's website, from printed materials, through a civic association newsletter or listserve, from public meetings and from social networking sites in 2014 compared to 2012.

**Figure 86: Preferences for Receiving Information about the City Compared by Year**



Prior to 2012, "Social networking (e.g. Facebook, Twitter, etc.)" was "Social networking Web sites (e.g., Facebook, Twitter, RSS, etc.)."

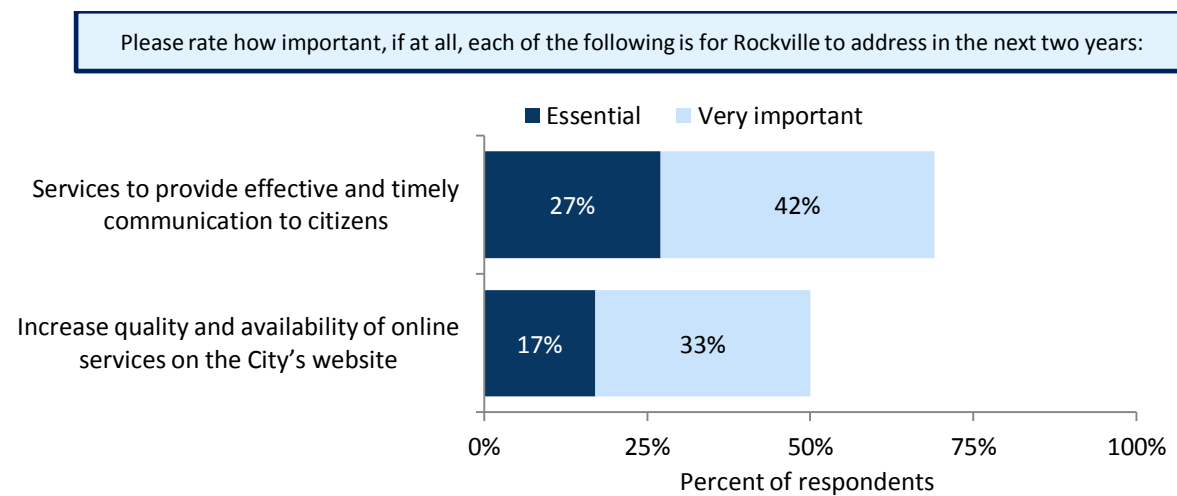
\*\* Indicates significant differences between 2012 and 2014 responses.

## Resident Priorities Related to Engaged Residents

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. Two of these 14 potential priorities were included under the Engaged Residents Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

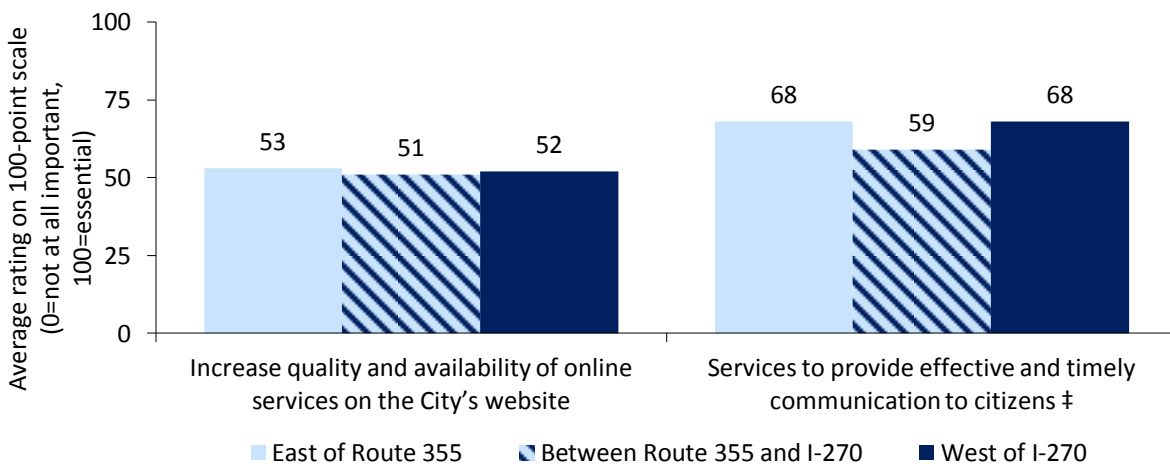
Services to provide effective and timely communication to citizens was rated as “essential” or “very important” by about 69% of residents while increasing the quality and availability of online services on the City’s website was rated “essential” or “very important” by fewer (50%) residents. Among the 14 potential priorities, these were the eighth and twelfth most important priorities.

**Figure 87: Importance of Priorities Related to Engaged Residents**



Respondents between route 355 and I-270 tended to give lower ratings to services to provide effective and timely communication to citizens compared to residents living in the two other areas of the city.

**Figure 88: Ratings of Importance of Priorities Related to Well-Planned Community Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents living in different areas of the city.

## Responsible Economic Development

Through this guiding principle, the City strives to create a balance of commercial and residential development, a mix of small and large businesses representing a wide variety of industries and services, and well-paying jobs. New investment is encouraged by innovative business incubators and the strong presence of the federal government and contractors. The development community is supported by an efficient development process that balances and respects private and community interests in the process.

Assessing residents' perspectives about the quality of commercial development, the quality of business and service establishments in Rockville and the importance of job creation will aid the City in tracking the goals identified under this principle.

About 8 in 10 residents rated the overall quality of business and service establishments in Rockville as "excellent" or "good." Three-quarters gave positive ratings to the quality of new commercial development in Rockville.

Twenty-six percent of respondents selected "don't know" when rating the quality of new commercial development. The full set of responses for each question, including "don't know," can be found in *Appendix A: Complete Set of Survey Responses*.

When compared to the nation, the overall quality of business and service establishments received ratings that were much higher than the benchmark. A benchmark was not available for the quality of new commercial development.

**Figure 89: Community Characteristics Related to Responsible Economic Development**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Overall quality of business and service establishments in Rockville	26%	51%	18%	4%	100%	Much higher
Quality of new commercial development †	22%	50%	23%	5%	100%	NA

† Denotes 20% or more of respondents who said "don't know" when asked to rate this item.

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Rockville residents gave average ratings of about “good” for the overall quality of business and service establishments in Rockville (67 on the 100-point scale) and between “good” and “fair” for the quality of new commercial development (63).

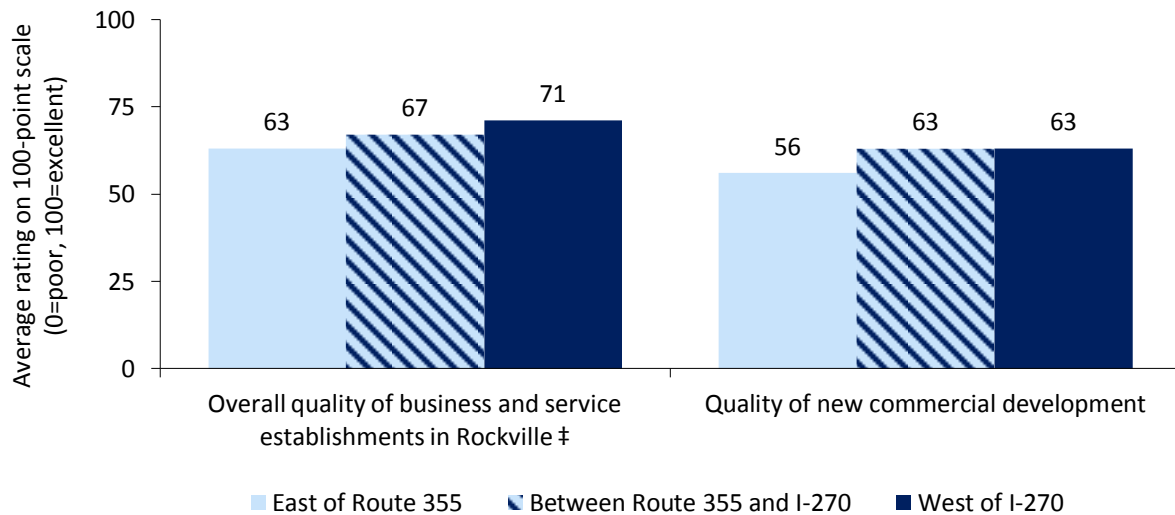
When compared to 2012, average ratings for the quality of new commercial development were similar in 2012. However, since this question was first asked in 2001, ratings have been on the rise. A comparison was not available for the overall quality of business and service establishments in Rockville as it was a new question in 2014.

**Figure 90: Community Characteristics Related to Responsible Economic Development Compared by Year**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
Overall quality of business and service establishments in Rockville	67	NA	NA	NA	NA	NA	NA	NA
Quality of new commercial development	63	61	59	61	58	58	56	54

Those living east of Route 355 gave lower ratings to both the overall quality of business and service establishments compared to those living in other areas of the city.

**Figure 91: Community Characteristics Related to Responsible Economic Development Compared by Geographic Area**



‡Denotes a significant difference between responses given by residents in living in different areas of the city.

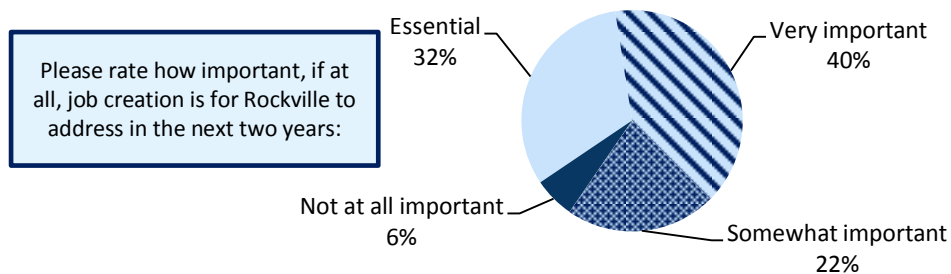


## Resident Priorities Related to Responsible Economic Development

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. One of these 14 potential priorities was included under the Responsible Economic Development Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

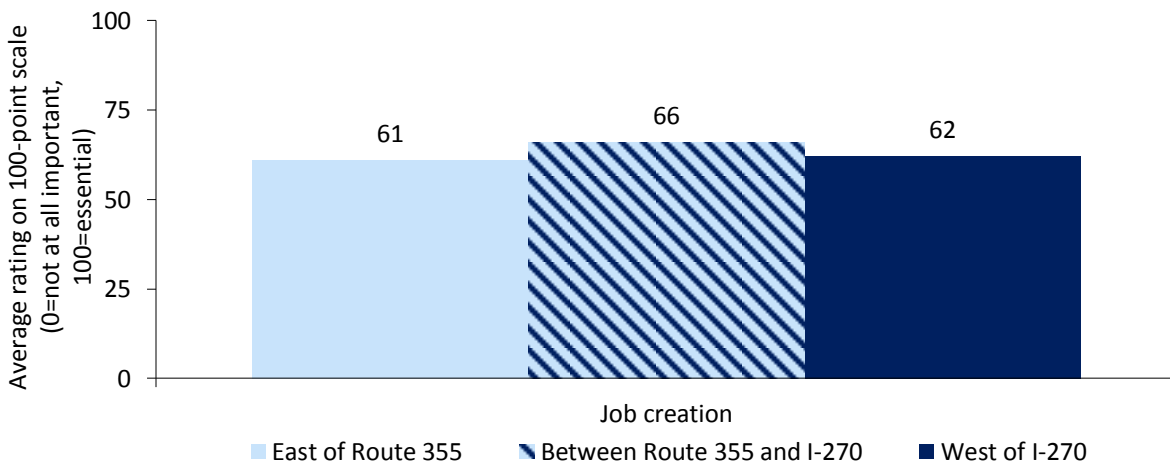
About 7 in 10 residents indicated job creation as “essential” or “very important” and only six percent reported it as “not at all important.” Among the 14 potential priorities, this was sixth most important priority.

**Figure 92: Importance of Prioritizing Job Creation**



No differences were observed for ratings of the importance of job creation between respondents living in different geographic areas in Rockville.

**Figure 93: Ratings of Importance of Prioritizing Job Creation Compared by Geographic Area**



*There were no significant differences between responses given by residents living in different areas of the city.*

## Stewardship of Infrastructure

Through this guiding principle, Rockville maintains existing City infrastructure (i.e. bridges, water pipes, buildings, amenities etc.) through responsible planning for future needs and sound fiscal decisions for the long-term health of the City.

Assessing residents' perspectives about the importance of maintaining public infrastructure and the quality of service delivery related to infrastructure will aid the City in tracking the goals identified under this principle.

## Quality of Infrastructure Services

Several questions gauged perspectives about various services and community characteristics related to the City's infrastructure. Rockville residents were generally pleased with infrastructure related services and characteristics of Rockville, with about 8 in 10 rating water and sewer services as "excellent" or "good." About three-quarters gave positive ratings to drinking water quality and about 7 in 10 gave positive ratings to street light maintenance and sidewalk maintenance. About two-thirds gave positive ratings to street repair and the adequacy of street lighting in their neighborhood.

When compared to the nation, Rockville residents gave ratings that were much higher than the benchmark for water and sewer services, sidewalk maintenance, street repairs and adequacy of street lighting while the rating for drinking water quality was similar to the benchmark. A benchmark for street light maintenance was not available.

**Figure 94: Quality of Infrastructure Services**

Please rate each of the following City of Rockville government services or characteristics.	Excellent	Good	Fair	Poor	Total	Comparison to benchmark
Water and sewer services	31%	50%	16%	3%	100%	Much higher
Drinking water quality	27%	47%	20%	6%	100%	Similar
Street light maintenance	25%	46%	22%	6%	100%	NA
Sidewalk maintenance	27%	44%	23%	6%	100%	Much higher
Street repairs and maintenance	21%	46%	25%	7%	100%	Much higher
Adequacy of street lighting in your neighborhood	24%	40%	26%	9%	100%	Much higher

Percentages were converted to a 100-point scale where 0 equals “poor” and 100 equals “excellent.” Water and sewer services received an average rating of just above good (70) while drinking water quality, street light maintenance, sidewalk maintenance, street repairs and adequacy of street lighting were just below good (between 65 and 60).

When compared to 2012, average ratings for each of these aspects of the community were similar in 2014. However, the rating for drinking water quality has been on the rise since it was first asked in 2001 when the average rating was between fair and good (50).

**Figure 95: Quality of Infrastructure Services Compared by Year**

Please rate each of the following City of Rockville government services or characteristics. (Average rating on 100-point scale (0=poor, 100=excellent))	2014	2012	2010	2008	2007	2005	2003	2001
Water and sewer services	70	68	67	68	68	69	68	67
Drinking water quality	65	66	60	61	56	53	54	50
Street light maintenance	64	62	NA	NA	NA	NA	NA	NA
Sidewalk maintenance	64	63	59	58	NA	NA	NA	NA
Street repairs and maintenance	60	61	57	59	58	58	54	59
Adequacy of street lighting in your neighborhood	60	58	54	54	54	57	58	59

Those living west of I-270 tended to give higher ratings to street repairs compared to others while those living east of Route 355 tended to give lower ratings to the adequacy of street lighting, street light maintenance, sidewalk maintenance and water and sewer services compared to those living in other areas of the city.

**Figure 96: Quality of Infrastructure Services Compared by Geographic Area**

Please rate each of the following City of Rockville government services or characteristics. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Route 355	Between Route 355 and I-270	West of I-270
Drinking water quality	63	63	67
Street repairs and maintenance ‡	56	60	65
Adequacy of street lighting in your neighborhood ‡	51	62	61
Street light maintenance ‡	55	66	66
Sidewalk maintenance ‡	54	66	65
Water and sewer services ‡	65	71	72

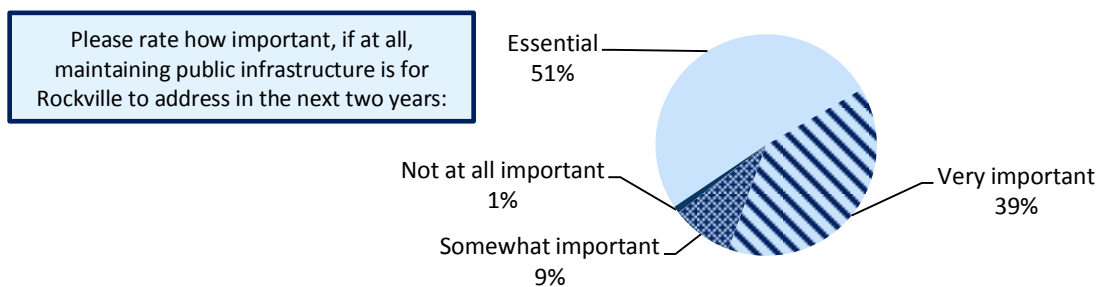
‡Denotes a significant difference between responses given by residents in living in different areas of the city.

## Resident Priorities Related to Stewardship of Infrastructure

For the first time in 2014, residents were asked to indicate how important they felt it was for the City to focus on 14 potential priorities for the City in the next two years. The priorities ranged from addressing crime to addressing traffic congestion and increasing the quality of bike lanes. One of these 14 potential priorities was included under the Stewardship of Infrastructure Council Critical Success Factor. See Figure 34 for the full list of important resident priorities.

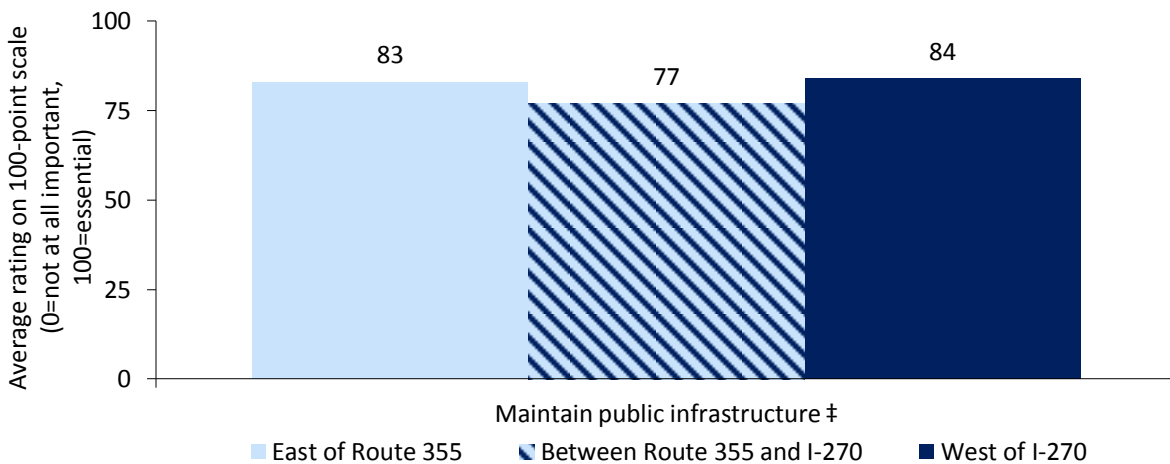
About 9 in 10 residents indicated maintaining public infrastructure as “essential” or “very important” and only one percent reported it as “not at all important.” Among the 14 potential priorities, this was the top priority ahead of transportation and traffic congestion and addressing crime.

**Figure 97: Importance of Maintaining Public Infrastructure**



Respondents living between Route 355 and I-270 tended to give lower ratings to the importance of maintaining public infrastructure compared to residents living in other areas of the city.

**Figure 98: Ratings of Importance of Maintaining Public Infrastructure Compared by Geographic Area**



† Denotes a significant difference between responses given by residents living in different areas of the city.

## Additional Comments

As in previous years, the survey included a question where respondents had the opportunity to write in responses in their own words to a question regarding any other comments or suggestions they had about living in Rockville or the services provided by the City.

About 35% of respondents opted to make a comment or suggestion. Of those making a comment, one in five wrote in comments related to police services, code enforcement and safety (21%) and a similar proportion wrote in comments related to Rockville being a great place to live (19%). Seventeen percent mentioned concerns about the cost of living and/or taxes and 15% mentioned concerns related to traffic enforcement, congestion and lights/light timing. Fewer than 15% of respondents who wrote in a response cited the other issues listed in the table below. A complete set of the verbatim comments made by respondents can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

**Figure 99: Additional Comments**

<b>Do you have any additional comments about the services provided by the City of the job that the City of Rockville is doing? (Please continue onto the back of this page if more space is needed.)</b>	<b>Percent of respondents*</b>	<b>Percent of respondents making a comment</b>
No comment made	65%	--
Police services/code enforcement, safety	7%	21%
Rockville is a great place/good services	6%	19%
Cost of living and/or tax rates, government spending	6%	17%
Traffic enforcement, congestion, lights/light timing	5%	15%
Parking issues, transportation, roads, bike lanes	5%	14%
Parks, recreation and youth and senior programs	4%	11%
Collection services, landscaping/outdoor maintenance	4%	10%
Dissatisfaction with City employees/leaders/government	3%	9%
Additional or improvements to City services	2%	7%
Information/communication from City needed	1%	4%
Pedestrian problems or suggestions	1%	4%
Other	7%	21%

*\*Total may exceed 100% as respondents could select more than one answer.*

*The column labeled "Percent of respondents" includes all respondents to the survey. The column labeled "Percent of respondents making a comment" includes only the 311 residents who responded to question 16.*

## Appendix A: Complete Set of Survey Responses

The full set of responses to each survey question are displayed in the tables in this appendix. Many survey questions included a “don’t know” response option. Most of the analyses in the body of the report were for respondents who had an opinion. Eliminating “don’t know” responses allows for easier comparison between evaluative responses. Two sets of tables are provided in this appendix; the first with the “don’t know” responses excluded, to show the proportion of respondents with an opinion giving a response; and the second with the “don’t know” responses included, to allow examination of the magnitude of unfamiliarity with certain items.

### Survey Responses without “Don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

**Table 1: Question 1**

Please rate your quality of life in Rockville.	Excellent	Good	Fair	Poor	Total
Overall, how would you describe the quality of life in the City of Rockville?	38%	55%	7%	0%	100%
How do you rate the overall quality of your neighborhood?	36%	50%	13%	1%	100%
How do you rate Rockville as a place to raise children?	40%	53%	6%	1%	100%
How do you rate Rockville as a place to retire?	19%	40%	27%	14%	100%

**Table 2: Question 2**

Please rate each of the following characteristics of Rockville.	Excellent	Good	Fair	Poor	Total
Sense of community	21%	50%	24%	5%	100%
Overall appearance of Rockville	24%	57%	17%	2%	100%
Opportunities to be heard and have a say in what happens in Rockville	18%	51%	24%	8%	100%
Opportunities to attend cultural or arts events	32%	46%	19%	3%	100%
Health and wellness opportunities in Rockville	27%	51%	21%	2%	100%
Openness and acceptance of the community toward people of diverse backgrounds	33%	51%	13%	3%	100%
Overall quality of business and service establishments in Rockville	26%	51%	18%	4%	100%
Availability of affordable housing	8%	28%	40%	25%	100%
Ease of travel in Rockville by bicycle	15%	44%	29%	12%	100%
Ease of travel in Rockville by walking	21%	44%	28%	7%	100%
Ease of travel in Rockville by transit	30%	48%	17%	5%	100%
Ease of travel in Rockville by car	25%	48%	21%	6%	100%
Quality of new residential development	22%	49%	22%	7%	100%
Quality of new commercial development	22%	50%	23%	5%	100%
Drinking water quality	27%	47%	20%	6%	100%
Rockville’s natural environment	24%	53%	20%	3%	100%

**Table 3: Question 3**

Why do you choose to live in Rockville? (Please check all that apply.)	Percent
Job was here (or nearby)	63%
Good neighborhoods	48%
Safe community	48%
Access to public transportation	46%
Good schools	45%
It's close to Washington D.C.	44%
Amenities (community centers, parks, library, etc.)	38%
Family-friendly	31%
Diversity of people	28%
Family lives here/born or raised here	28%
City services	27%
Other	5%

Total may exceed 100% as respondents could select more than one answer. Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

**Table 4: Question 4**

How safe do you feel . . .	Very safe	Reasonably safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total
Crossing the street in Rockville	23%	48%	18%	9%	2%	100%
In your neighborhood during the day	59%	32%	7%	2%	0%	100%
In your neighborhood after dark	25%	47%	18%	8%	1%	100%
In business areas in Rockville during the day	48%	41%	8%	2%	1%	100%
In business areas in Rockville after dark	19%	44%	26%	7%	2%	100%

**Table 5: Question 5**

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used a Rockville park (includes trail, playground, ball fields/courts)	14%	19%	25%	17%	25%	100%
Used a Rockville recreation center	39%	23%	22%	7%	8%	100%
Participated in a Rockville recreation program	57%	21%	13%	4%	6%	100%
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmer's Market, July 4th, Car Show)	29%	34%	30%	5%	3%	100%

**Table 6: Question 6**

Have you had phone, in-person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?	Percent
No	51%
Yes	49%
Total	100%

**Table 7: Question 7**

What was your impression of City government employees in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	45%	39%	13%	3%	100%
Courtesy	48%	40%	7%	5%	100%
Responsiveness	45%	36%	13%	6%	100%
Follow-up (got back to you or took action if needed)	42%	34%	13%	11%	100%
Overall customer service	40%	42%	12%	6%	100%

**Table 8: Question 8**

Please rate the quality of each of the following City of Rockville government services.	Excellent	Good	Fair	Poor	Total
Refuse collection	50%	42%	6%	1%	100%
Recycling services	51%	39%	8%	2%	100%
Yard waste collection	43%	43%	11%	2%	100%
Leaf pick-up	36%	44%	15%	4%	100%
Street repairs and maintenance	21%	46%	25%	7%	100%
Snow and ice removal	28%	49%	19%	4%	100%
Street sweeping	24%	48%	22%	6%	100%
Adequacy of street lighting in your neighborhood	24%	40%	26%	9%	100%
Street light maintenance	25%	46%	22%	6%	100%
Street tree maintenance	23%	47%	22%	8%	100%
Sidewalk maintenance	27%	44%	23%	6%	100%
Water and sewer services	31%	50%	16%	3%	100%
City of Rockville utility billing	24%	46%	23%	7%	100%
Building permit process	18%	42%	26%	14%	100%
Providing planning and zoning information	23%	47%	23%	7%	100%
Recreational programs	30%	57%	11%	2%	100%
Recreation centers	34%	54%	11%	1%	100%
Athletic fields (such as baseball/softball, soccer or football)	32%	53%	14%	2%	100%
Playgrounds (play equipment)	34%	50%	15%	1%	100%
Range of activities available in parks and recreation centers and facilities	27%	54%	16%	2%	100%
City-sponsored special events	33%	53%	12%	2%	100%
Appearance of City parks	32%	54%	13%	1%	100%
Residential property maintenance code enforcement	19%	48%	24%	9%	100%
Commercial property maintenance code enforcement	18%	49%	29%	4%	100%
Enforcement of traffic laws by Rockville Police Department	18%	52%	22%	8%	100%
Crime prevention efforts	19%	57%	20%	4%	100%
Overall City of Rockville police services	22%	54%	21%	3%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	25%	45%	23%	7%	100%
Environmental protection and sustainability initiatives	26%	50%	18%	6%	100%
Senior citizen programs and services	36%	49%	13%	2%	100%
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	34%	51%	13%	2%	100%
The Rockville Channel (Cable Channel 11) programming	16%	47%	27%	11%	100%
The City of Rockville's website (www.rockvillemd.gov)	21%	52%	24%	4%	100%



**Table 9: Question 9**

Overall, how would you rate the quality of services in Rockville?	Percent
Excellent	25%
Good	62%
Fair	12%
Poor	1%
Total	100%

**Table 10: Question 10**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
I receive good value for the City taxes I pay	14%	50%	26%	8%	2%	100%
I am pleased with the overall direction that the City government is taking	13%	47%	32%	6%	2%	100%
The City welcomes citizen involvement	17%	54%	23%	4%	1%	100%
The City budgeting process is open and understandable to residents	13%	39%	40%	6%	2%	100%
The City listens to its residents	14%	42%	35%	7%	1%	100%
I am pleased with the overall performance of the City of Rockville Mayor and Council	12%	50%	32%	5%	1%	100%

**Table 11: Question 11**

Have you used the City's website (www.rockvillemd.gov) in the last 12 months?	Percent
No	46%
Yes	54%
Total	100%

**Table 12: Question 12**

If you used the City's website in the last 12 months, please rate the following aspects.	Excellent	Good	Fair	Poor	Total
Current information	30%	58%	11%	1%	100%
Appearance	26%	53%	19%	2%	100%
Online services offered	27%	50%	20%	3%	100%
Ease of navigation	23%	39%	30%	8%	100%
Search function	20%	41%	32%	8%	100%

**Table 13: Question 13**

Please rate your preference for receiving information about the Rockville City government from each of the following City sources.	Strongly prefer	Somewhat prefer	Not at all prefer	Total
Rockville Reports (the City's monthly newsletter)	50%	37%	13%	100%
The Rockville Channel (Cable Channel 11 or Video On Demand)	11%	33%	57%	100%
City of Rockville's website (www.rockvillemd.gov)	45%	39%	16%	100%
Public meetings	13%	47%	41%	100%
Printed materials (e.g. fliers, postcards, brochures)	40%	41%	19%	100%
Email notifications	43%	32%	25%	100%
A civic association/homeowner association newsletter or listserve	31%	42%	27%	100%
Social networking (e.g. Facebook, Twitter, etc.)	20%	29%	51%	100%

**Table 14: Question 14**

Please rate how important, if at all, each of the following is for Rockville to address in the next two years:	Essential	Very important	Somewhat important	Not at all important	Total
Crime	47%	37%	15%	2%	100%
Growth and development	37%	41%	19%	3%	100%
Transportation and traffic congestion	52%	34%	12%	2%	100%
Increase quality and amount of opportunities to eat healthy	18%	29%	35%	18%	100%
Increase quality and amount of opportunities to be active	19%	36%	37%	8%	100%
Increase quality and amount of bike lanes	17%	26%	35%	22%	100%
Job creation	32%	40%	22%	6%	100%
Services for seniors and the aging population	23%	41%	29%	7%	100%
Services for youth	26%	43%	27%	4%	100%
Services to provide effective and timely communication to citizens	27%	42%	28%	4%	100%
Be prepared for unforeseen or natural disasters	37%	37%	22%	4%	100%
Implement changes in service delivery to reduce the tax rate	36%	33%	18%	13%	100%
Increase quality and availability of online services on the City's website	17%	33%	41%	10%	100%
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	51%	39%	9%	1%	100%

**Table 15: Question 15**

In the last 12 months, about how many times, if at all, have you or another household member ridden a bicycle...	2 times a week or more	2 to 4 times a month	Once a month or less	Not at all	Total
To shop, get a meal, or run errands	7%	6%	10%	78%	100%
For commuting	8%	3%	7%	83%	100%
For fun or exercise	11%	15%	21%	53%	100%

**Table 16: Question 16**

Do you have any additional comments about the services provided by the City of the job that the City of Rockville is doing? (Please continue onto the back of this page if more space is needed.)	Percent of respondents*
No comment made	65%
Pedestrian problems or suggestions	1%
Cost of living and/or tax rates, government spending	6%
Parking issues, transportation, roads, bike lanes	5%
Rockville is a great place/good services	6%
Information/communication from City needed	1%
Dissatisfaction with City employees/leaders/government	3%
Traffic enforcement, congestion, lights/light timing	5%
Additional or improvements to City services	2%
Parks, recreation and youth and senior programs	4%
Police services/code enforcement, safety	7%
Collection services, landscaping/outdoor maintenance	4%
Other	7%

Total may exceed 100% as respondents could select more than one answer. Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

**Table 17: Question D1**

Respondent length of residency	Percent
2 years or less	22%
3 to 5 years	17%
6 to 10 years	15%
11 to 20 years	21%
21 years or more	25%
Total	100%

**Table 18: Question D2**

What best describes your home? Is it a . . .	Percent
One family house detached from any other houses	51%
A duplex or townhouse	13%
A building with three or more apartments or condominiums	31%
Other	6%
Total	100%

**Table 19: Question D3**

Do you rent or own your home?	Percent
Rent	40%
Own	60%
Total	100%

**Table 20: Question D4**

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent
Less than \$599 per month	5%
\$600 to \$999 per month	8%
\$1,000 to \$1,499 per month	15%
\$1,500 to \$2,499 per month	45%
\$2,500 to \$2,999 per month	10%
\$3,000 or more per month	17%
Total	100%

**Table 21: Question D5**

Do you have access to the Internet at home, work or school?	Percent
No	4%
Yes	96%
Total	100%

**Table 22: Question D6**

Are you Spanish/Hispanic/Latino?	Percent
No	87%
Yes	13%
Total	100%

**Table 23: Question D7**

What is your race?	Percent
American Indian or Alaskan native	2%
Asian or Pacific Islander	25%
Black or African American	5%
White/Caucasian	66%
Other	7%

*Total may exceed 100% as respondents could select more than one answer.*

**Table 24: Question D8**

Do you speak a language other than English at home?	Percent
No, English only	58%
Yes	42%
Total	100%

Table 25: Question D8b

If yes, which language?	Percent
Persian/Farsi	2%
Vietnamese	2%
Spanish	29%
Russian	5%
Chinese	30%
Korean	5%
Other	27%
Total	100%

Table 26: Question D9

How well do you speak English?	Percent
Very well	57%
Well	30%
Not well	11%
Not at all	2%
Total	100%

Table 27: Question D10

What is your sex?	Percent
Male	46%
Female	54%
Total	100%

Table 28: Question D11

In which category is your age?	Percent
18-24 years	3%
25-34 years	25%
35-44 years	17%
45-54 years	21%
55-64 years	13%
65-74 years	11%
75 years or older	10%
Total	100%

Table 29: Question D12

What was your household's total annual income in 2013?	Percent
Less than \$25,000	8%
\$25,000 to \$49,999	19%
\$50,000 to \$99,999	37%
\$100,00 to \$149,999	18%
\$150,000 to \$199,999	9%
\$200,000 or more	10%
Total	100%

### Survey Responses with “Don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

**Table 30: Question 1**

Please rate your quality of life in Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall, how would you describe the quality of life in the City of Rockville?	38%	N=294	55%	N=426	7%	N=55	0%	N=4	0%	N=1	100%	N=779
How do you rate the overall quality of your neighborhood?	36%	N=282	50%	N=392	13%	N=97	1%	N=6	0%	N=0	100%	N=777
How do you rate Rockville as a place to raise children?	35%	N=274	47%	N=363	6%	N=44	1%	N=9	12%	N=91	100%	N=779
How do you rate Rockville as a place to retire?	16%	N=123	33%	N=260	23%	N=178	12%	N=90	16%	N=125	100%	N=776

**Table 31: Question 2**

Please rate each of the following characteristics of Rockville.	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	21%	N=157	48%	N=367	23%	N=174	5%	N=39	3%	N=25	100%	N=763
Overall appearance of Rockville	24%	N=183	56%	N=437	17%	N=132	2%	N=14	1%	N=11	100%	N=777
Opportunities to be heard and have a say in what happens in Rockville	14%	N=110	40%	N=310	19%	N=145	6%	N=47	21%	N=166	100%	N=778
Opportunities to attend cultural or arts events	29%	N=226	42%	N=328	18%	N=139	3%	N=21	8%	N=59	100%	N=773
Health and wellness opportunities in Rockville	23%	N=179	44%	N=342	18%	N=139	2%	N=13	13%	N=102	100%	N=774
Openness and acceptance of the community toward people of diverse backgrounds	31%	N=239	48%	N=370	12%	N=93	3%	N=20	7%	N=56	100%	N=777
Overall quality of business and service establishments in Rockville	25%	N=199	50%	N=387	17%	N=133	4%	N=33	3%	N=27	100%	N=779
Availability of affordable housing	7%	N=52	24%	N=186	34%	N=265	22%	N=169	13%	N=102	100%	N=773
Ease of travel in Rockville by bicycle	11%	N=86	33%	N=254	22%	N=172	9%	N=72	25%	N=197	100%	N=780
Ease of travel in Rockville by walking	21%	N=159	43%	N=332	27%	N=207	6%	N=50	4%	N=27	100%	N=776
Ease of travel in Rockville by transit	26%	N=200	42%	N=324	15%	N=117	4%	N=32	14%	N=106	100%	N=778
Ease of travel in Rockville by car	25%	N=194	48%	N=372	20%	N=159	6%	N=49	1%	N=6	100%	N=779
Quality of new residential development	15%	N=119	35%	N=269	16%	N=121	5%	N=38	30%	N=230	100%	N=776
Quality of new commercial development	16%	N=127	37%	N=286	17%	N=133	4%	N=28	26%	N=201	100%	N=775
Drinking water quality	26%	N=201	44%	N=343	19%	N=147	6%	N=43	6%	N=46	100%	N=780
Rockville’s natural environment	23%	N=183	51%	N=402	19%	N=151	3%	N=22	3%	N=24	100%	N=781

Table 32: Question 3

Why do you choose to live in Rockville? (Please check all that apply.)	Percent	Number
Job was here (or nearby)	63%	N=491
Good neighborhoods	48%	N=376
Safe community	48%	N=372
Access to public transportation	46%	N=359
Good schools	45%	N=347
It's close to Washington D.C.	44%	N=344
Amenities (community centers, parks, library, etc.)	38%	N=295
Family-friendly	31%	N=238
Diversity of people	28%	N=215
Family lives here/born or raised here	28%	N=214
City services	27%	N=207
Other	5%	N=40

Total may exceed 100% as respondents could select more than one answer. Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

Table 33: Question 4

How safe do you feel . . .	Very safe		Reasonably safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know		Total	
Crossing the street in Rockville	23%	N=180	47%	N=368	18%	N=138	9%	N=70	2%	N=17	1%	N=8	100%	N=780
In your neighborhood during the day	58%	N=456	32%	N=248	7%	N=58	2%	N=16	0%	N=1	0%	N=1	100%	N=781
In your neighborhood after dark	24%	N=190	47%	N=364	18%	N=142	8%	N=65	1%	N=9	1%	N=12	100%	N=783
In business areas in Rockville during the day	47%	N=367	40%	N=314	8%	N=64	2%	N=18	1%	N=5	2%	N=13	100%	N=781
In business areas in Rockville after dark	18%	N=141	41%	N=324	25%	N=193	7%	N=55	2%	N=18	7%	N=53	100%	N=783

Table 34: Question 5

In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Don't know		Total	
Used a Rockville park (includes trail, playground, ball fields/courts)	14%	N=110	19%	N=145	25%	N=194	16%	N=127	24%	N=188	1%	N=11	100%	N=775
Used a Rockville recreation center	38%	N=297	23%	N=175	21%	N=165	7%	N=51	8%	N=64	2%	N=19	100%	N=772
Participated in a Rockville recreation program	55%	N=422	20%	N=153	13%	N=98	4%	N=27	6%	N=43	3%	N=23	100%	N=767
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmer's Market, July 4th, Car Show)	28%	N=220	34%	N=263	29%	N=227	5%	N=36	3%	N=22	1%	N=11	100%	N=778

Table 35: Question 6

Have you had phone, in-person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?	Percent	Number
No	51%	N=391
Yes	49%	N=381
Total	100%	N=772

Table 36: Question 7

What was your impression of City government employees in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Not applicable		Total	
Knowledge	44%	N=166	39%	N=145	13%	N=50	3%	N=10	0%	N=1	2%	N=6	100%	N=378
Courtesy	48%	N=181	39%	N=148	7%	N=27	5%	N=18	0%	N=0	1%	N=4	100%	N=378
Responsiveness	45%	N=167	35%	N=133	13%	N=49	6%	N=23	0%	N=0	1%	N=4	100%	N=375
Follow-up (got back to you or took action if needed)	32%	N=118	26%	N=96	9%	N=35	9%	N=32	1%	N=4	24%	N=88	100%	N=375
Overall customer service	39%	N=148	41%	N=155	12%	N=45	5%	N=21	1%	N=2	1%	N=5	100%	N=376



Table 37: Question 8

Please rate the quality of each of the following City of Rockville government services.	Excellent		Good		Fair		Poor		Don't know		Total	
Refuse collection	44%	N=343	38%	N=289	6%	N=44	1%	N=10	11%	N=85	100%	N=770
Recycling services	47%	N=370	37%	N=286	8%	N=61	2%	N=12	6%	N=50	100%	N=778
Yard waste collection	32%	N=250	32%	N=245	9%	N=66	2%	N=14	26%	N=198	100%	N=774
Leaf pick-up	29%	N=222	35%	N=271	12%	N=94	3%	N=25	21%	N=163	100%	N=775
Street repairs and maintenance	20%	N=158	44%	N=343	24%	N=189	7%	N=54	4%	N=32	100%	N=775
Snow and ice removal	26%	N=200	45%	N=346	17%	N=133	4%	N=31	9%	N=67	100%	N=778
Street sweeping	19%	N=149	38%	N=293	17%	N=134	5%	N=39	21%	N=160	100%	N=775
Adequacy of street lighting in your neighborhood	23%	N=183	40%	N=309	26%	N=202	9%	N=71	2%	N=14	100%	N=779
Street light maintenance	22%	N=168	39%	N=306	19%	N=147	5%	N=41	15%	N=114	100%	N=776
Street tree maintenance	21%	N=159	43%	N=331	20%	N=154	7%	N=54	10%	N=76	100%	N=775
Sidewalk maintenance	25%	N=191	41%	N=318	21%	N=165	6%	N=45	7%	N=52	100%	N=771
Water and sewer services	29%	N=220	46%	N=353	15%	N=112	3%	N=19	9%	N=65	100%	N=770
City of Rockville utility billing	20%	N=151	38%	N=295	19%	N=149	5%	N=42	17%	N=134	100%	N=770
Building permit process	6%	N=48	15%	N=112	9%	N=68	5%	N=38	65%	N=504	100%	N=770
Providing planning and zoning information	11%	N=83	22%	N=172	11%	N=82	3%	N=26	53%	N=402	100%	N=766
Recreational programs	22%	N=170	42%	N=320	8%	N=61	1%	N=10	26%	N=202	100%	N=763
Recreation centers	24%	N=185	39%	N=294	8%	N=62	1%	N=7	28%	N=209	100%	N=757
Athletic fields (such as baseball/softball, soccer or football)	23%	N=173	38%	N=289	10%	N=77	1%	N=10	28%	N=217	100%	N=766
Playgrounds (play equipment)	25%	N=196	37%	N=287	11%	N=86	1%	N=7	25%	N=194	100%	N=770
Range of activities available in parks and recreation centers and facilities	21%	N=158	41%	N=312	12%	N=94	2%	N=12	25%	N=190	100%	N=765
City-sponsored special events	25%	N=189	41%	N=305	9%	N=67	1%	N=11	24%	N=181	100%	N=754
Appearance of City parks	30%	N=229	50%	N=384	12%	N=90	1%	N=8	7%	N=57	100%	N=768
Residential property maintenance code enforcement	11%	N=86	28%	N=217	14%	N=108	6%	N=43	41%	N=310	100%	N=764
Commercial property maintenance code enforcement	8%	N=59	20%	N=154	12%	N=92	2%	N=13	58%	N=444	100%	N=762
Enforcement of traffic laws by Rockville Police Department	15%	N=115	44%	N=337	19%	N=146	7%	N=52	16%	N=120	100%	N=770
Crime prevention efforts	14%	N=109	42%	N=328	15%	N=114	3%	N=22	26%	N=200	100%	N=774
Overall City of Rockville police services	19%	N=146	46%	N=355	18%	N=138	3%	N=20	15%	N=119	100%	N=778
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	N=97	22%	N=172	11%	N=87	4%	N=28	50%	N=388	100%	N=771
Environmental protection and sustainability initiatives	16%	N=119	29%	N=223	11%	N=81	4%	N=28	41%	N=308	100%	N=759

Please rate the quality of each of the following City of Rockville government services.	Excellent		Good		Fair		Poor		Don't know		Total	
Senior citizen programs and services	17%	N=132	24%	N=182	6%	N=49	1%	N=6	52%	N=399	100%	N=768
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	20%	N=155	31%	N=235	7%	N=57	1%	N=9	41%	N=313	100%	N=769
The Rockville Channel (Cable Channel 11) programming	6%	N=45	17%	N=128	10%	N=74	4%	N=29	64%	N=490	100%	N=766
The City of Rockville's website (www.rockvillemd.gov)	15%	N=113	37%	N=279	17%	N=130	3%	N=19	29%	N=222	100%	N=763

Table 38: Question 9

Overall, how would you rate the quality of services in Rockville?	Percent	Number
Excellent	25%	N=189
Good	61%	N=470
Fair	12%	N=90
Poor	1%	N=6
Don't know	1%	N=10
Total	100%	N=764

Table 39: Question 10

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Don't know		Total	
I receive good value for the City taxes I pay	12%	N=95	45%	N=344	23%	N=177	7%	N=55	2%	N=14	11%	N=85	100%	N=770
I am pleased with the overall direction that the City government is taking	11%	N=84	41%	N=310	27%	N=208	5%	N=41	1%	N=10	14%	N=110	100%	N=763
The City welcomes citizen involvement	14%	N=107	44%	N=335	19%	N=145	3%	N=24	1%	N=7	19%	N=147	100%	N=766
The City budgeting process is open and understandable to residents	8%	N=62	25%	N=187	25%	N=191	4%	N=28	1%	N=10	37%	N=285	100%	N=763
The City listens to its residents	10%	N=76	30%	N=227	25%	N=191	5%	N=39	1%	N=7	29%	N=221	100%	N=761
I am pleased with the overall performance of the City of Rockville Mayor and Council	10%	N=76	41%	N=311	26%	N=196	4%	N=31	1%	N=4	19%	N=148	100%	N=767

Table 40: Question 11

Have you used the City's website (www.rockvillemd.gov) in the last 12 months?	Percent	Number
No	46%	N=347
Yes	54%	N=411
Total	100%	N=759

Table 41: Question 12

If you used the City's website in the last 12 months, please rate the following aspects.	Excellent		Good		Fair		Poor		Don't know		Total	
Current information	29%	N=118	56%	N=231	10%	N=42	1%	N=6	3%	N=14	100%	N=410
Appearance	26%	N=105	52%	N=213	19%	N=78	2%	N=8	1%	N=5	100%	N=409
Online services offered	25%	N=104	47%	N=194	19%	N=77	3%	N=13	5%	N=21	100%	N=408
Ease of navigation	23%	N=93	39%	N=159	30%	N=121	8%	N=31	1%	N=5	100%	N=409
Search function	18%	N=74	37%	N=150	29%	N=118	7%	N=28	9%	N=38	100%	N=408

Table 42: Question 13

Please rate your preference for receiving information about the Rockville City government from each of the following City sources.	Strongly prefer		Somewhat prefer		Not at all prefer		Total	
Rockville Reports (the City's monthly newsletter)	50%	N=380	37%	N=278	13%	N=99	100%	N=757
The Rockville Channel (Cable Channel 11 or Video On Demand)	11%	N=78	33%	N=239	57%	N=416	100%	N=733
City of Rockville's website (www.rockvillemd.gov)	45%	N=330	39%	N=286	16%	N=121	100%	N=738
Public meetings	13%	N=92	47%	N=342	41%	N=300	100%	N=735
Printed materials (e.g. fliers, postcards, brochures)	40%	N=296	41%	N=305	19%	N=143	100%	N=744
Email notifications	43%	N=320	32%	N=233	25%	N=187	100%	N=739
A civic association/homeowner association newsletter or listserve	31%	N=225	42%	N=308	27%	N=202	100%	N=735
Social networking (e.g. Facebook, Twitter, etc.)	20%	N=145	29%	N=217	51%	N=377	100%	N=739

**Table 43: Question 14**

Please rate how important, if at all, each of the following is for Rockville to address in the next two years:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Crime	45%	N=345	36%	N=272	14%	N=108	2%	N=16	3%	N=24	100%	N=764
Growth and development	36%	N=278	40%	N=311	19%	N=146	3%	N=20	2%	N=13	100%	N=768
Transportation and traffic congestion	52%	N=396	33%	N=256	12%	N=94	2%	N=15	1%	N=6	100%	N=767
Increase quality and amount of opportunities to eat healthy	17%	N=130	29%	N=218	34%	N=260	17%	N=133	3%	N=23	100%	N=764
Increase quality and amount of opportunities to be active	18%	N=139	35%	N=268	36%	N=280	8%	N=59	3%	N=20	100%	N=767
Increase quality and amount of bike lanes	15%	N=119	24%	N=183	32%	N=248	20%	N=153	8%	N=65	100%	N=768
Job creation	30%	N=233	38%	N=291	21%	N=160	6%	N=47	5%	N=39	100%	N=770
Services for seniors and the aging population	21%	N=162	37%	N=288	26%	N=203	7%	N=50	9%	N=69	100%	N=772
Services for youth	24%	N=181	40%	N=306	25%	N=190	4%	N=29	8%	N=59	100%	N=765
Services to provide effective and timely communication to citizens	26%	N=196	40%	N=306	27%	N=207	4%	N=28	4%	N=28	100%	N=765
Be prepared for unforeseen or natural disasters	36%	N=279	36%	N=276	21%	N=164	3%	N=26	3%	N=21	100%	N=767
Implement changes in service delivery to reduce the tax rate	34%	N=261	31%	N=241	17%	N=131	12%	N=91	6%	N=45	100%	N=769
Increase quality and availability of online services on the City's website	15%	N=118	29%	N=226	37%	N=283	9%	N=67	9%	N=72	100%	N=766
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	50%	N=389	38%	N=298	9%	N=67	1%	N=9	2%	N=12	100%	N=775

**Table 44: Question 15**

In the last 12 months, about how many times, if at all, have you or another household member ridden a bicycle...	2 times a week or more		2 to 4 times a month		Once a month or less		Not at all		Total	
To shop, get a meal, or run errands	7%	N=55	6%	N=45	10%	N=74	78%	N=601	100%	N=775
For commuting	8%	N=59	3%	N=21	7%	N=53	83%	N=633	100%	N=766
For fun or exercise	11%	N=82	15%	N=120	21%	N=160	53%	N=412	100%	N=774

**Table 45: Question 16**

Do you have any additional comments about the services provided by the City of the job that the City of Rockville is doing? (Please continue onto the back of this page if more space is needed.)	Percent	Number
No comment made	65.4%	N=518
Pedestrian problems or suggestions	1.3%	N=11
Cost of living and/or tax rates, government spending	5.7%	N=45
Parking issues, transportation, roads, bike lanes	4.8%	N=38
Rockville is a great place/good services	6.4%	N=51
Information/communication from City needed	1.3%	N=10
Dissatisfaction with City employees/leaders/government	3.3%	N=26
Traffic enforcement, congestion, lights/light timing	5.3%	N=42
Additional or improvements to City services	2.4%	N=19
Parks, recreation and youth and senior programs	4.0%	N=31
Police services/code enforcement, safety	7.2%	N=57
Collection services, landscaping/outdoor maintenance	3.5%	N=28
Other	7.1%	N=56

Total may exceed 100% as respondents could select more than one answer. Verbatim responses can be found in Appendix D: Verbatim Responses to Open-ended Survey Questions.

**Table 46: Question D1**

Respondent length of residency	Percent	Number
2 years or less	22%	N=167
3 to 5 years	17%	N=131
6 to 10 years	15%	N=117
11 to 20 years	21%	N=164
21 years or more	25%	N=197
Total	100%	N=776

Table 47: Question D2

What best describes your home? Is it a . . .	Percent	Number
One family house detached from any other houses	51%	N=396
A duplex or townhouse	13%	N=102
A building with three or more apartments or condominiums	31%	N=241
Other	6%	N=43
Total	100%	N=782

Table 48: Question D3

Do you rent or own your home?	Percent	Number
Rent	40%	N=309
Own	60%	N=470
Total	100%	N=779

Table 49: Question D4

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$599 per month	5%	N=41
\$600 to \$999 per month	8%	N=59
\$1,000 to \$1,499 per month	15%	N=115
\$1,500 to \$2,499 per month	45%	N=339
\$2,500 to \$2,999 per month	10%	N=75
\$3,000 or more per month	17%	N=128
Total	100%	N=757

Table 50: Question D5

Do you have access to the Internet at home, work or school?	Percent	Number
No	4%	N=33
Yes	96%	N=751
Total	100%	N=784

Table 51: Question D6

Are you Spanish/Hispanic/Latino?	Percent	Number
No	87%	N=669
Yes	13%	N=102
Total	100%	N=771

Table 52: Question D7

What is your race?	Percent	Number
White/Caucasian	66%	N=500
Asian or Pacific Islander	25%	N=187
Other	7%	N=54
Black or African American	5%	N=37
American Indian or Alaskan native	2%	N=12

Total may exceed 100% as respondents could select more than one answer.

Table 53: Question D8

Do you speak a language other than English at home?	Percent	Number
No, English only	58%	N=447
Yes	42%	N=324
Total	100%	N=771

Table 54: Question D8b

If yes, which language?	Percent	Number
Persian/Farsi	2%	N=6
Vietnamese	2%	N=6
Spanish	29%	N=92
Russian	5%	N=16
Chinese	30%	N=94
Korean	5%	N=17
Other	27%	N=87
Total	100%	N=319

Table 55: Question D9

How well do you speak English?	Percent	Number
Very well	57%	N=185
Well	30%	N=95
Not well	11%	N=36
Not at all	2%	N=5
Total	100%	N=321

Table 56: Question D10

What is your sex?	Percent	Number
Male	46%	N=358
Female	54%	N=416
Total	100%	N=774

Table 57: Question D11

In which category is your age?	Percent	Number
18-24 years	3%	N=26
25-34 years	25%	N=193
35-44 years	17%	N=134
45-54 years	21%	N=160
55-64 years	13%	N=102
65-74 years	11%	N=84
75 years or older	10%	N=79
Total	100%	N=778



**Table 58: Question D12**

What was your household's total annual income in 2013?	Percent	Number
Less than \$25,000	8%	N=48
\$25,000 to \$49,999	19%	N=115
\$50,000 to \$99,999	37%	N=228
\$100,00 to \$149,999	18%	N=109
\$150,000 to \$199,999	9%	N=57
\$200,000 or more	10%	N=62
Total	100%	N=619

## Appendix B: Survey Results by Location within Rockville

The following pages contain breakdowns of the survey results by geographic location within Rockville. Where differences between subgroups are statistically significant ( $p < 0.05$ ), they are shaded grey.

**Table 59: Quality of Life by Geographic Location**

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Overall, how would you describe the quality of life in the City of Rockville?	72	77	80	77
How do you rate the overall quality of your neighborhood?	60	76	86	74
How do you rate Rockville as a place to raise children?	68	78	84	77
How do you rate Rockville as a place to retire?	46	55	59	55

**Table 60: Ratings of Community Characteristics by Geographic Location**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Sense of community	56	64	64	62
Overall appearance of Rockville	64	67	70	68
Opportunities to be heard and have a say in what happens in Rockville	58	61	60	60
Opportunities to attend cultural or arts events	67	70	69	69
Health and wellness opportunities in Rockville	64	68	70	67
Openness and acceptance of the community toward people of diverse backgrounds	68	72	74	72
Overall quality of business and service establishments in Rockville	63	67	71	67
Availability of affordable housing	41	39	36	39
Ease of travel in Rockville by bicycle	54	53	55	54
Ease of travel in Rockville by walking	57	62	55	60
Ease of travel in Rockville by transit	67	69	60	68
Ease of travel in Rockville by car	61	63	65	64
Quality of new residential development	56	61	62	62
Quality of new commercial development	56	63	63	63
Drinking water quality	63	63	67	65
Rockville's natural environment	64	67	67	66

**Table 61: Ratings of Safety by Geographic Location**

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Crossing the street in Rockville	66	72	70	70
In your neighborhood during the day	80	87	92	87
In your neighborhood after dark	61	73	80	71
In business areas in Rockville during the day	80	85	81	83
In business areas in Rockville after dark	62	70	66	68

**Table 62: City Employee Ratings by Geographic Location**

What was your impression of City government employees in your most recent contact?* (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Knowledge	76	75	74	75
Courtesy	78	76	77	77
Responsiveness	73	74	72	73
Follow-up (got back to you or took action if needed)	71	70	65	69
Overall customer service	74	72	72	72

*\*Asked only of those respondents who reported having had contact with a City employee in the last 12 months.*

**Table 63: Ratings of City Services by Geographic Location**

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Refuse collection	79	79	84	80
Recycling services	81	78	82	80
Yard waste collection	75	76	77	76
Leaf pick-up	69	71	73	71
Street repairs and maintenance	56	60	65	60
Snow and ice removal	61	68	73	67
Street sweeping	55	66	66	63
Adequacy of street lighting in your neighborhood	51	62	61	60
Street light maintenance	55	66	66	64
Street tree maintenance	49	67	61	62

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Sidewalk maintenance	54	66	65	64
Water and sewer services	65	71	72	70
City of Rockville utility billing	58	64	64	62
Building permit process	53	57	51	55
Providing planning and zoning information	59	64	61	62
Recreational programs	69	71	78	72
Recreation centers (see note on question #5 for full list)	71	74	74	73
Athletic fields (such as baseball/softball, soccer or football)	68	72	73	71
Playgrounds (play equipment)	68	73	74	72
Range of activities available in parks and recreation centers and facilities	65	69	75	69
City-sponsored special events (see question #5 for examples)	71	73	74	73
Appearance of City parks	67	74	73	72
Residential property maintenance code enforcement	50	61	62	59
Commercial property maintenance code enforcement	53	63	62	60
Enforcement of traffic laws by Rockville Police Department	59	61	58	60
Crime prevention efforts	58	66	66	64
Overall City of Rockville police services	61	67	67	65
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64	61	63	63
Environmental protection and sustainability initiatives	65	65	65	65
Senior citizen programs and services	72	74	72	73
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	69	73	77	72
The Rockville Channel (Cable Channel 11) programming	56	59	57	56
The City of Rockville's website (www.rockvillemd.gov)	61	62	64	63

Table 64: Overall Quality of City Services Rating by Geographic Location

Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	East of Rockville Pike (MD 355)	Between Hungerford Drive/Rockville Pike (MD 355) and I-270	West of I-270	City overall
Overall, how would you rate the quality of services in Rockville?	65	71	73	71

**Table 65: Public Trust Ratings by Geographic Location**

<b>Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))</b>	<b>East of Rockville Pike (MD 355)</b>	<b>Between Hungerford Drive/Rockville Pike (MD 355) and I-270</b>	<b>West of I-270</b>	<b>City overall</b>
I receive good value for the City taxes I pay	65	68	67	66
I am pleased with the overall direction that the City government is taking	64	66	67	66
The City welcomes citizen involvement	71	70	71	71
The City budgeting process is open and understandable to residents	61	66	62	64
The City listens to its residents	63	66	64	65
I am pleased with the overall performance of the City of Rockville Mayor and Council	66	68	66	67

**Table 66: Website Quality Ratings by Geographic Location**

<b>If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))</b>	<b>East of Rockville Pike (MD 355)</b>	<b>Between Hungerford Drive/Rockville Pike (MD 355) and I-270</b>	<b>West of I-270</b>	<b>City overall</b>
Current information	72	72	69	72
Appearance	70	66	67	68
Online services offered	65	66	67	67
Ease of navigation	58	59	59	59
Search function	55	58	58	58

**Table 67: Resident Priority Ratings by Geographic Location**

<b>If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=not at all important, 100=essential))</b>	<b>East of Rockville Pike (MD 355)</b>	<b>Between Hungerford Drive/Rockville Pike (MD 355) and I-270</b>	<b>West of I-270</b>	<b>City overall</b>
Crime	79	74	75	76
Growth and development	69	71	71	71
Transportation and traffic congestion	75	79	80	79
Increase quality and amount of opportunities to eat healthy	48	50	43	49
Increase quality and amount of opportunities to be active	52	55	52	55
Increase quality and amount of bike lanes	44	48	41	46
Job creation	61	66	62	66
Services for seniors and the aging population	59	59	61	60
Services for youth	62	63	62	64
Services to provide effective and timely communication to citizens	68	59	68	64
Be prepared for unforeseen or natural disasters	72	67	72	69
Implement changes in service delivery to reduce the tax rate	61	63	64	64
Increase quality and availability of online services on the City's website	53	51	52	52
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	83	77	84	80

## Appendix C: Survey Results by Demographic Subgroups

The following pages contain breakdowns of the survey results by demographic subgroups within Rockville. Where differences between subgroups are statistically significant ( $p < 0.05$ ), they are shaded grey.

**Table 68: Quality of Life Ratings by Demographic Subgroups**

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Overall, how would you describe the quality of life in the City of Rockville?	74	78	78	78	75	74	78	77	73	79	79	77
How do you rate the overall quality of your neighborhood?	72	74	76	74	74	69	77	71	70	79	81	74
How do you rate Rockville as a place to raise children?	74	78	79	78	75	75	78	77	73	77	83	77
How do you rate Rockville as a place to retire?	52	58	52	53	56	55	54	60	54	53	57	55

**Table 69: Quality of Life Ratings by Demographic Subgroups**

Please rate your quality of life in Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Overall, how would you describe the quality of life in the City of Rockville?	78	76	76	77	77	78	75	77	76	77
How do you rate the overall quality of your neighborhood?	71	75	76	74	74	77	71	75	74	74
How do you rate Rockville as a place to raise children?	77	78	77	77	78	79	74	77	79	77
How do you rate Rockville as a place to retire?	56	52	56	54	55	53	58	54	59	55

Table 70: Community Characteristics by Demographic Subgroups

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Sense of community	61	64	63	63	61	58	65	61	62	64	67	62
Overall appearance of Rockville	67	69	69	67	68	67	68	71	65	69	70	68
Opportunities to be heard and have a say in what happens in Rockville	55	61	63	61	57	54	62	57	58	64	63	60
Opportunities to attend cultural or arts events	65	71	72	71	66	65	71	66	65	71	72	69
Health and wellness opportunities in Rockville	67	67	69	68	66	66	68	67	67	66	70	67
Openness and acceptance of the community toward people of diverse backgrounds	72	72	71	72	71	70	72	67	70	71	77	72
Overall quality of business and service establishments in Rockville	66	69	64	66	68	66	67	66	67	68	70	67
Availability of affordable housing	37	42	39	41	38	38	41	43	36	38	45	39
Ease of travel in Rockville by bicycle	52	54	55	56	51	52	55	58	50	55	57	54
Ease of travel in Rockville by walking	60	61	59	59	61	61	59	67	59	55	61	60
Ease of travel in Rockville by transit	69	68	65	67	68	69	66	72	66	64	67	68
Ease of travel in Rockville by car	68	66	57	62	66	67	62	70	61	66	66	64
Quality of new residential development	65	63	55	59	65	65	60	66	60	65	63	62
Quality of new commercial development	66	65	56	61	65	66	61	66	61	65	68	63
Drinking water quality	61	69	68	70	61	60	69	66	63	65	69	65
Rockville's natural environment	64	68	67	66	66	66	66	69	64	67	65	66



**Table 71: Community Characteristics by Demographic Subgroups**

Please rate each of the following characteristics of Rockville. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Sense of community	57	65	64	59	66	62	65	64	56	62
Overall appearance of Rockville	68	68	67	68	68	68	68	67	72	68
Opportunities to be heard and have a say in what happens in Rockville	55	60	62	57	62	61	58	61	55	60
Opportunities to attend cultural or arts events	65	69	71	68	70	72	65	70	62	69
Health and wellness opportunities in Rockville	65	68	68	67	68	69	66	67	68	67
Openness and acceptance of the community toward people of diverse backgrounds	73	74	68	72	71	74	70	72	69	72
Overall quality of business and service establishments in Rockville	66	68	66	68	66	67	66	66	71	67
Availability of affordable housing	37	42	37	41	38	38	41	39	43	39
Ease of travel in Rockville by bicycle	50	57	52	54	53	54	52	53	58	54
Ease of travel in Rockville by walking	61	61	57	61	59	60	60	60	62	60
Ease of travel in Rockville by transit	72	69	62	70	66	68	68	67	71	68
Ease of travel in Rockville by car	66	68	59	62	65	61	70	63	68	64
Quality of new residential development	67	63	56	64	60	62	63	61	69	62
Quality of new commercial development	70	64	57	64	62	63	65	62	69	63
Drinking water quality	63	66	66	68	63	67	64	65	69	65
Rockville's natural environment	66	67	65	66	67	67	66	66	70	66

Table 72: Safety Ratings by Demographic Subgroups

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single- family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Crossing the street in Rockville	72	72	66	70	70	72	69	72	67	75	74	70
In your neighborhood during the day	88	86	86	87	86	86	87	84	83	90	93	87
In your neighborhood after dark	73	70	71	72	71	70	72	68	67	77	80	71
In business areas in Rockville during the day	85	83	81	82	84	85	82	83	82	86	85	83
In business areas in Rockville after dark	71	66	65	66	69	69	67	66	66	71	71	68

Table 73: Safety Ratings by Demographic Subgroups

How safe do you feel... (Average rating on 100-point scale (0=very unsafe, 100=very safe))	Age			Gender		Race		Ethnicity		City overall
	18- 34	35- 54	55+	Male	Female	White	Non- white	Non- Hispanic	Hispanic	
Crossing the street in Rockville	72	72	67	72	68	72	68	69	76	70
In your neighborhood during the day	90	87	84	88	86	89	83	87	86	87
In your neighborhood after dark	72	72	70	74	70	73	70	72	71	71
In business areas in Rockville during the day	86	84	80	85	82	85	81	83	86	83
In business areas in Rockville after dark	69	70	63	70	66	68	68	68	70	68

**Table 74: City Employee Ratings by Demographic Subgroups**

What was your impression of City government employees in your most recent contact?* (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Knowledge	77	76	75	75	76	78	75	77	72	80	75	75
Courtesy	75	79	78	79	74	72	79	76	69	85	80	77
Responsiveness	74	72	74	74	72	71	74	69	66	83	78	73
Follow-up (got back to you or took action if needed)	69	71	69	70	67	69	69	69	58	82	71	69
Overall customer service	71	74	72	74	70	70	73	74	63	80	76	72

*\*Asked only of those respondents who reported having had contact with a City employee in the last 12 months.*

**Table 75: City Employee Ratings by Demographic Subgroups**

What was your impression of City government employees in your most recent contact?* (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Knowledge	76	77	75	77	74	76	75	76	71	75
Courtesy	76	76	80	78	77	79	75	78	70	77
Responsiveness	73	73	75	74	73	74	74	74	67	73
Follow-up (got back to you or took action if needed)	66	69	70	69	69	70	69	69	69	69
Overall customer service	72	72	74	72	73	74	72	73	70	72

*\*Asked only of those respondents who reported having had contact with a City employee in the last 12 months.*

Table 76: Service Ratings by Demographic Subgroups

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Refuse collection	76	80	85	86	73	74	83	75	75	82	86	80
Recycling services	74	81	86	87	71	73	84	77	74	83	86	80
Yard waste collection	74	73	81	79	69	70	78	70	73	80	79	76
Leaf pick-up	67	70	77	74	66	67	73	68	67	76	74	71
Street repairs and maintenance	59	60	63	63	58	59	61	62	58	59	64	60
Snow and ice removal	67	64	70	69	64	63	69	65	64	66	72	67
Street sweeping	64	62	63	62	64	64	63	62	62	60	68	63
Adequacy of street lighting in your neighborhood	60	60	59	57	62	59	60	59	57	58	64	60
Street light maintenance	64	62	64	63	64	62	64	62	58	65	69	64
Street tree maintenance	66	58	60	59	65	63	61	60	60	63	66	62
Sidewalk maintenance	67	64	59	62	66	65	63	62	63	66	69	64
Water and sewer services	69	70	73	71	69	67	72	69	68	69	71	70
City of Rockville utility billing	59	61	69	64	60	60	63	60	58	62	69	62
Building permit process	60	54	53	53	58	62	52	61	52	57	53	55
Providing planning and zoning information	63	63	60	61	63	63	61	63	62	68	59	62
Recreational programs	69	71	76	74	69	68	74	69	70	69	77	72
Recreation centers (see note on question #5 for full list)	70	72	78	75	72	71	74	71	71	72	78	73
Athletic fields (such as baseball/softball, soccer or football)	71	71	72	71	71	70	72	70	69	74	73	71
Playgrounds (play equipment)	73	70	75	73	71	71	73	67	70	73	78	72
Range of activities available in parks and recreation centers and facilities	68	69	71	71	67	65	72	63	66	73	74	69
City-sponsored special events (see question #5 for examples)	73	71	74	75	70	70	74	67	70	74	76	73
Appearance of City parks	72	71	75	74	71	71	74	69	71	75	76	72

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Residential property maintenance code enforcement	61	60	53	55	63	63	56	63	58	62	58	59
Commercial property maintenance code enforcement	61	63	55	59	62	63	59	60	61	57	60	60
Enforcement of traffic laws by Rockville Police Department	57	63	60	60	59	59	60	67	55	61	60	60
Crime prevention efforts	62	65	65	64	63	62	65	64	61	63	68	64
Overall City of Rockville police services	61	67	67	67	63	59	69	62	62	66	70	65
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62	63	62	63	62	62	63	63	63	60	66	63
Environmental protection and sustainability initiatives	65	66	66	67	64	66	65	70	64	67	67	65
Senior citizen programs and services	71	73	74	75	71	72	74	72	71	73	77	73
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	71	71	76	76	68	69	75	72	67	73	78	72
The Rockville Channel (Cable Channel 11) programming	48	61	58	59	53	53	58	59	50	53	55	56
The City of Rockville's website (www.rockvillemd.gov)	62	64	65	64	63	63	63	67	61	60	63	63

Table 77: Service Ratings by Demographic Subgroups

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Refuse collection	77	81	82	81	79	84	76	80	81	80
Recycling services	76	80	82	81	78	83	75	80	78	80
Yard waste collection	71	77	77	77	74	77	73	76	71	76
Leaf pick-up	69	71	72	71	71	74	68	71	70	71
Street repairs and maintenance	59	61	61	61	60	62	59	60	61	60
Snow and ice removal	68	65	68	68	65	69	65	67	68	67
Street sweeping	68	62	61	65	62	64	63	64	62	63
Adequacy of street lighting in your neighborhood	60	59	60	62	57	61	57	60	58	60
Street light maintenance	64	64	62	66	61	67	60	64	59	64
Street tree maintenance	65	61	60	63	60	63	61	62	61	62
Sidewalk maintenance	70	63	60	66	62	65	62	64	65	64
Water and sewer services	71	67	72	73	67	72	67	70	65	70
City of Rockville utility billing	61	61	66	65	60	65	59	63	60	62
Building permit process	64	54	52	59	52	54	58	56	53	55
Providing planning and zoning information	67	63	58	64	60	62	64	62	65	62
Recreational programs	69	74	72	73	71	75	68	72	72	72
Recreation centers (see note on question #5 for full list)	72	75	72	73	73	76	70	73	75	73
Athletic fields (such as baseball/softball, soccer or football)	70	72	71	72	71	73	69	71	72	71
Playgrounds (play equipment)	73	73	71	73	72	75	69	73	69	72
Range of activities available in parks and recreation centers and facilities	65	72	69	69	69	72	65	70	66	69
City-sponsored special events (see question #5 for examples)	76	72	71	73	73	76	67	73	71	73
Appearance of City parks	73	73	72	73	73	75	69	73	71	72
Residential property maintenance code enforcement	61	61	55	60	58	58	61	58	65	59
Commercial property maintenance code enforcement	57	67	55	63	59	59	62	59	69	60
Enforcement of traffic laws by Rockville Police Department	54	63	60	59	61	60	60	59	64	60
Crime prevention efforts	60	65	65	64	64	65	63	63	66	64
Overall City of Rockville police services	59	66	68	64	66	67	62	65	64	65
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61	65	61	65	61	62	64	63	61	63

Please rate the quality of each of the following City of Rockville government services. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Environmental protection and sustainability initiatives	70	64	64	68	63	66	65	66	64	65
Senior citizen programs and services	78	72	73	77	70	75	71	73	71	73
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.)	71	72	74	72	73	76	68	72	75	72
The Rockville Channel (Cable Channel 11) programming	48	58	58	51	60	60	51	55	62	56
The City of Rockville's website (www.rockvillemd.gov)	65	62	63	62	64	64	64	63	65	63

Table 78: Overall Quality of City Services Rating by Demographic Subgroups

Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Overall, how would you rate the quality of services in Rockville?	70	72	71	71	70	69	72	69	69	72	74	71

Table 79: Overall Quality of City Services Rating by Demographic Subgroups

Overall, how would you rate the quality of services in Rockville? (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Overall, how would you rate the quality of services in Rockville?	70	72	69	70	71	72	70	71	69	71

**Table 80: Public Trust Ratings by Demographic Subgroups**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
I receive good value for the City taxes I pay	66	67	66	68	65	66	67	67	64	67	69	66
I am pleased with the overall direction that the City government is taking	67	66	65	66	66	68	65	68	65	66	68	66
The City welcomes citizen involvement	70	71	72	72	69	69	71	72	69	72	71	71
The City budgeting process is open and understandable to residents	66	64	61	62	66	67	62	67	64	64	64	64
The City listens to its residents	67	64	64	64	66	68	64	67	66	66	67	65
I am pleased with the overall performance of the City of Rockville Mayor and Council	68	67	67	67	67	68	66	72	66	65	69	67

**Table 81: Public Trust Ratings by Demographic Subgroups**

Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government. (Average rating on 100-point scale (0=strongly disagree, 100=strongly agree))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
I receive good value for the City taxes I pay	65	68	66	67	66	68	66	67	64	66
I am pleased with the overall direction that the City government is taking	67	67	65	68	65	66	67	66	66	66
The City welcomes citizen involvement	69	71	72	70	71	70	72	71	69	71
The City budgeting process is open and understandable to residents	64	65	62	65	63	64	65	64	61	64
The City listens to its residents	69	65	64	66	65	64	68	66	60	65
I am pleased with the overall performance of the City of Rockville Mayor and Council	68	68	67	67	67	68	67	68	65	67



**Table 82: Website Quality Ratings by Demographic Subgroups**

If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Current information	72	72	74	72	73	73	72	72	76	69	69	72
Appearance	66	69	71	70	65	66	69	67	71	66	67	68
Online services offered	65	68	69	68	65	67	67	65	69	64	68	67
Ease of navigation	59	61	59	59	59	60	59	60	63	58	58	59
Search function	56	60	58	57	59	60	57	57	59	56	60	58

**Table 83: Website Quality Ratings by Demographic Subgroups**

If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=poor, 100=excellent))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Current information	75	72	71	71	74	72	73	72	74	72
Appearance	69	67	68	66	70	69	67	68	67	68
Online services offered	67	68	66	65	68	67	68	67	66	67
Ease of navigation	61	59	58	57	61	59	63	60	55	59
Search function	59	59	55	57	59	57	61	58	59	58

Table 84: Resident Priority Ratings by Demographic Subgroups

If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=not at all important, 100=essential))	Length of residency			Housing unit type		Rent or own		Household income				City overall
	5 years or less	6 to 20 years	21 years or more	Detached single-family	Attached	Rent	Own	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	
Crime	74	78	76	76	76	75	77	82	77	73	76	76
Growth and development	68	70	76	73	69	66	74	65	70	72	76	71
Transportation and traffic congestion	77	78	81	79	78	77	80	75	78	82	78	79
Increase quality and amount of opportunities to eat healthy	55	47	43	44	54	56	44	57	53	46	42	49
Increase quality and amount of opportunities to be active	60	55	49	49	61	61	51	60	57	52	50	55
Increase quality and amount of bike lanes	51	45	40	43	49	51	43	44	47	48	46	46
Job creation	65	67	64	62	69	67	64	69	66	71	67	66
Services for seniors and the aging population	52	64	67	61	59	56	62	68	57	60	61	60
Services for youth	59	67	66	63	64	61	65	66	61	70	61	64
Services to provide effective and timely communication to citizens	58	66	69	65	62	61	66	69	62	65	62	64
Be prepared for unforeseen or natural disasters	64	71	76	71	69	67	71	73	69	74	66	69
Implement changes in service delivery to reduce the tax rate	60	68	66	63	66	63	65	75	65	65	57	64
Increase quality and availability of online services on the City's website	55	51	51	51	54	55	50	57	55	54	48	52
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	76	82	82	82	78	76	83	79	80	81	83	80

**Table 85: Resident Priority Ratings by Demographic Subgroups**

If you used the City's website in the last 12 months, please rate the following aspects. (Average rating on 100-point scale (0=not at all important, 100=essential))	Age			Gender		Race		Ethnicity		City overall
	18-34	35-54	55+	Male	Female	White	Non-white	Non-Hispanic	Hispanic	
Crime	76	75	77	73	78	75	78	77	73	76
Growth and development	67	71	73	69	72	72	68	71	67	71
Transportation and traffic congestion	79	79	78	79	79	81	76	79	76	79
Increase quality and amount of opportunities to eat healthy	55	50	44	46	52	45	55	47	58	49
Increase quality and amount of opportunities to be active	61	55	50	54	57	52	61	54	62	55
Increase quality and amount of bike lanes	47	49	42	43	48	45	49	45	53	46
Job creation	64	69	63	62	69	63	70	65	69	66
Services for seniors and the aging population	47	59	71	55	64	59	62	59	65	60
Services for youth	58	64	68	60	66	62	66	62	69	64
Services to provide effective and timely communication to citizens	61	62	68	61	66	62	67	63	70	64
Be prepared for unforeseen or natural disasters	63	69	75	64	75	69	71	70	67	69
Implement changes in service delivery to reduce the tax rate	65	64	65	64	65	58	73	63	73	64
Increase quality and availability of online services on the City's website	55	55	48	50	55	48	59	52	57	52
Maintain public infrastructure (such as roads, bridges, public buildings, etc.)	79	78	83	79	81	82	76	80	78	80

## Appendix D: Verbatim Responses to Open-ended Survey Questions

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Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are in alphabetical order.

### *Question 3: Why do you choose to live in Rockville? (Please check all that apply.)*

#### *Other responses:*

- ◆ 33 yrs ago owning a house was affordable
- ◆ Access to highway commercial base.
- ◆ Affordable at the time
- ◆ Affordable House
- ◆ Affordable Housing
- ◆ any Rockville
- ◆ Bought house which happened to be in Rock.
- ◆ Can't afford to move yet credit debt
- ◆ CCRC
- ◆ Cheaper Than DC
- ◆ Church (Catholic)
- ◆ Close to church.
- ◆ Close to highway
- ◆ Cost compared to Bethesda/ DC
- ◆ Desirable living space
- ◆ Earth treks.
- ◆ Family nearby in MD
- ◆ Focus apt there.
- ◆ Get permission
- ◆ Good
- ◆ Good housing at reasonable price for WW-II Veterans.
- ◆ Good ROI on property values
- ◆ Good school
- ◆ Good school nearby
- ◆ Green initiatives
- ◆ Had a house here
- ◆ Home for retirees.
- ◆ Housing Price - 1964
- ◆ I like it
- ◆ I'm poor & there was no choice an affordable apt for rent - it is run down many lacked updates
- ◆ Incorporated city/Mayor & council
- ◆ It's close to grocery store
- ◆ Live at a UVR
- ◆ Lived here before
- ◆ Lutheran Independent Living Community
- ◆ Metro
- ◆ Metro Access
- ◆ MPbus cost less than Montgomery County.
- ◆ My friends in Rockville and [?]
- ◆ My son works in Rockville
- ◆ Parks & Rec programs
- ◆ Politically Progressive
- ◆ Quiet
- ◆ Realtor shown house purchased.
- ◆ Retire
- ◆ Retirement community
- ◆ Retirement facility
- ◆ Shops and restaurants
- ◆ technology park and delicious food.
- ◆ The retirement community where we are
- ◆ Town Center
- ◆ Town Center
- ◆ Trees/my neighborhood looks pretty.
- ◆ walking distance of houses of worship
- ◆ We could use better.
- ◆ Welcoming Community

**Question 16: Do you have any additional comments about the services provided by the City of the job that the City of Rockville is doing? (Please continue onto the back of this page if more space is needed.)**

- ◆ #1. There is too much building going on - we may move because you are allowing every inch of space to be built up. #2. We need a red light camera at the corner of Montrose Rd & Tower Oaks - not in any of the other stupid places you have put them.
- ◆ (1) The private residence inspection dept. is being used to harass other neighbors with no accountability from anyone & application is arbitrary. (2) Reducing traffic lanes for buses & bikes guarantees increased traffic congestion.
- ◆ 1) House broken into twice I have to pay for my security. 2) Messed up my yard when you put in new sidewalks called city [?] hard to fix myself.
- ◆ 1) Lower taxes. 2) Encourage business. 3) Allow jobs to be created by the private sector.
- ◆ 1. Excessive speeding in neighborhood (north farm). 2. Leaf pickup - instead of 2-5 day consecutive pickup need to have special one day pickup keep long month during fall & spring.
- ◆ 1. I think water quality is not good. 2. Also too many speedy cameras affect privacy. 3. I like libraries in this city.
- ◆ 1. Rockville's natural environment is poor because the deer population has destroyed all the natural growth and we will not have any future forests and stream health. 2. It is unsafe to walk in Rockville. Vehicles constantly break all traffic laws.
- ◆ 1. The tax rate can be reduced a little hope because middle-class people in the United States are now feeling a little tired because of the tax rate , mostly for the middle class , after all, the main force in the country to consider is that this class 2. Activities to do some more particularly immigrant can participate activity
- ◆ 1. There must be a pedestrian walkway from Halpine Rd across Rockville Pike to the Twinbrook subway. 2. The beggars must be removed from corners of 355/old G'town Rd. and Viers Mill/ Twinbrook pkwy. 3. End construction of new housing bec. of traffic concerns.
- ◆ 1. To do a much better job of monitoring and enforcing codes on residential property maintenance & upkeep of residential properties. 2. Not allowing permits to owners to add on to residences, when in turn they become nothing but rooming houses -> over. Especially creating more occupants of these homes than what is allowed, which also overcrowds on street parking at these residences, as well as schools. Occupancy is overwhelming in some of the city neighborhoods – 3-4 families crowding a single family home. This activity needs immediate and continued attention to restore the properties as the City of Rockville advertises that it does. Walk the talk!! Make everyone to upkeep and maintenance of all residential properties within the City of Rockville. This is needed now!! If the Mayor and Council had to live within site of these unkept properties they would take action.
- ◆ 5 Years ago, all service was bad b/c one of the operators (woman) was rude & not helpful. It took more than 20 minutes for her to send help out. Really hope she is working there anymore. Forgot her name.
- ◆ A beautiful place to live overall/The city of Rockville does an excellent job.
- ◆ A community flea market would be fun.
- ◆ A Lot of Speed limit (enforced by camera) does not make sense e.g. 25 mph who would drive or reduce speed from 40 mph to 25 mph?
- ◆ Address crime originating from & around the Twinbrook metro as it is infiltrating the Twinbrook neighborhood.
- ◆ Adequate street lighting is a big issue in my street. We need more light. It is not safe at night. The following issues are important to my family: 1) park 2) Maintenance of trees 3) Crime prevention 4) Diversity 5) Service to youth (soccer field fees.)
- ◆ Affordable housing is limited or completely nonexistent as well as I was assisting a friend who lives in Rockville and needed financial help for rent and was not able to gain it as her UI benefit of \$1720 per month was over the guidelines. This is a typical person who has paid her taxes for many years and never once requested a handout and needed temporary assistance in Rockville and could not

obtain it. Those that frown their nose down to her should not have acted unprofessionally as the future is unknown. For me, this was a disappointment as a resident of Rockville, MD.

- ◆ Affordable housing rent is too high.
- ◆ All are very good.
- ◆ Allowing parking on both sides of residential streets especially streets with curve in streets is potential danger to driver. Permitting homeowners to construct tall monster homes next to single level older homes destroys the character of the neighborhood. Homeowners who totally neglect home outside maintenance should be fined. Inspect more!
- ◆ Animal control does a fine job- ground hog issues. Police have always been responsive as well.
- ◆ Are we becoming another Bethesda wannabe? The increase in condos shopping strips, businesses w/o altering traffic congestion on the Pike is foolish.
- ◆ Assistance in getting reliable and reasonable home maintenance contractors to improve appearance of homes in most neighborhoods.
- ◆ Ban Bicycling on sidewalks. Enforce Jaywalking laws. Increase police patrols
- ◆ Be Bike Plans: If it isn't separate bike paths. Do not do it! Share the road plans, "bike lanes" adjacent to parking lanes are far too dangerous. The bike riders use the sidewalks for which may feel safer, but is awful for pedestrians and still dangerous @ xings.
- ◆ Bikes Lanes are important on several fronts, including community traffic congestion and health. However promoting "share the lane" is vital to commuter safety. A friend of ours was hit by a loaf of bread from a passing car.
- ◆ Celebrate and show more interest for other cultures and traditions it can be a street to show specific times specific traditions or events (or park place).
- ◆ Check street lights more often replace lights as needed trash removers - please don't leave trash bins in middle of driveway entrance.
- ◆ Child protection is key. Over the past 7 years kids have been followed home from school by man in car. Reported it but with the storage facility going in next to an elementary school (storage for kidnapped kid potential) I know no one listened.
- ◆ City government is not responsible in my opinion to ensure people exercise or eat well those are individual choices but I enjoy the markets, parks etc. to enjoy my lifestyle choices. I also appreciate that we are diverse but resent programs.
- ◆ City governments, activity news and information should be translated and given to Chinese media, that the best way to deliver to the Chinese resident in Rockville.
- ◆ Clearly define "city of Rockville" boundaries for residents! Services, such as dog licenses - there in billing for "Monty Co" & "City of Rockville" - I paid Monty Co. license fee.
- ◆ Comments from #5 – family's children use rec. services.
- ◆ Comments: From Page 3 #13. 1) Wants web info in Spanish. 2) Wants emails info in Spanish.
- ◆ Concerned that there are so many businesses going/gone out of business in town center. What is being done to change the situation?
- ◆ Continue senior bus service.
- ◆ Continue to find more affordable housing.
- ◆ Create a job for senior who still can work.
- ◆ Dealing with crime in our neighborhood.
- ◆ Dedicated Bike lanes. Maintenance on Rock creek trail.
- ◆ Disappointed that K. farm has been disenfranchised by MDOT slice & disforced Clarksburg w/ city of Rockville, looking the other way - maybe Clarksburg can pay my city taxes!
- ◆ Don't know.
- ◆ Don't raise the taxes on the west end anymore! Please and thank you!
- ◆ Enforce lawn cutting length requirement and time refuse containers must be removed from curb after pickup (24 hours).
- ◆ Every week I have to pick up litter in front of house and @ stop sign (Beer, Whiskey bottles - empty lunch bags etc.) wish we could police this more.
- ◆ Excellent responsiveness to trash & billing questions when I called!

- ◆ Excellent tennis indoor & outdoor. Used courts 2x3 weekly till injured leg and I'm nearly 80. Where younger did lots more in parks etc.
- ◆ Except for some naiveté about snow removal practices (I grew up in northern Vermont) - pretty good overall. The street trees in Potomac woods are a disgrace poor choices of trees & worse maintenance.
- ◆ Fantastic job and needs to continue to improve and refine current strategies and initiatives.
- ◆ Fix the road - Great Falls turn lane into Rose Hill Falls - (adjacent to) traffic monitor. Never done properly. Great job overall!!
- ◆ Free parking in downtown? Around police station, court, clubs for young people? Night clubs? Live/feel I'm dead here.
- ◆ Funny taste in Fenestra Apts. H2O. Too scared to ride bike have w/ crazy drivers. Rockville Outdoor pool Wonderful! Idea Publish- Bike map? - For newbies.
- ◆ Good job! I love Rockville!
- ◆ Great informational website, too difficult to navigate.
- ◆ Great job thinking and planning forward with walkable, transit oriented development. Keep it up!
- ◆ Great snow services.
- ◆ Greater effort toward apprehending and severely fining pet owners that don't pick up. Street light maintenance on tower oaks Blvd. Leading to the villages at Tower Oaks and Bank of America bldg. needs to be improved, (currently three lights have been out for 3 months).
- ◆ Have no Fault in city staff "Good old boys" staff does not follow their own regulations and have often pitted neighbor against neighbor instead.
- ◆ Hold FIOS and Comcast more accountable for service quality improve the 355 corridor.
- ◆ Hometown holidays is awesome. Advertise town square events to all residents regardless of sponsor (I live there & many events surprise me even though I subscribe to square emails).
- ◆ Hope yard waste collection crews stop breaking my bins by being little more gentle / hope utility payment website improves/ hope to see more enforcement to take care of yard waste properly for churches / hope the city develops more of east side of Rockville to balance with west side.
- ◆ How about sucking Chinese language as a popular language (like Spanish) for the increased Chinese residents convenience.
- ◆ I am a permanently Wheel chair bound female and have to travel in my wheel chair to go shopping. I find the sidewalks are so uneven for wheelchair travel.
- ◆ I am annoyed that the city utility bills are not mailed to a Rockville address for processing. Why can't their jobs be in Rockville?
- ◆ I am concerned about the lack of enforcement regarding commercial vehicles in residential areas as well as the number of businesses being separated in residential areas.
- ◆ I am pleased with how well the Rockville dog park is maintained.
- ◆ I am very pleased with Rockville service as well as the responsiveness of Rockville government employees I have spoken to by phone. I have some times said my taxes are highest but services are excellent.
- ◆ I appreciate how quickly sidewalks, crossing lights and pedestrian things are repaired b/c I don't have a car b/c I cannot afford one on my salary and paying such high rent. Would appreciate nice affordable housing. No need for unnecessary "luxury".
- ◆ I believe the city needs to work on overcrowding in small homes. Parking on residential streets where people park in residential streets and walk to metro. The speed on Baltimore road & traffic.
- ◆ I do not feel that the Rockville metro station is safe; therefore I use the Twinbrook station.
- ◆ I don't like ride on bus runs late I have a learning disability with an agency. Live with a roommate, and my other friends & I have counselors & they live in their own apartment Andrea Seller & Amy Faiola.
- ◆ I don't mind getting email reports from the City but I don't need to know when my neighbor sneezes. I also don't get the Gazette any more so it would be nice to receive pertinent information that is in the Gazette. Youth and Senior services are important but I think we do a good job and don't know how it could get better.
- ◆ I feel I should not be taking this survey. I see & know if many benefits here but are not truly an active resident. (93 yrs. old!)



- ◆ I had a very bad experience with the Rockville police, feel like he is very rude and may be discrimination!
- ◆ I have always found Rockville is a friendly nice place to live.
- ◆ I have lived here only 2 months, in an apartment, so have not dealt with the city much.
- ◆ I have lived in Rockville for over 15 years & every year our taxes go up & our services go down. If you are not a senior citizen or a minority - then don't count on the city for anything!
- ◆ I hope that people aware the limited speed in City, sometimes, it is so fast, some drivers are rude.
- ◆ I know that the city has made the successful efforts to create bike - friendly streets. But Rockville pike is still one of the most dangerous roads in the area for cyclists.
- ◆ I know this is not directly related to services provided by the City or the job that the City is doing, but I am very concerned about the number of vacancies in Town Center and the loss of several beloved restaurants and stores. Something needs to be done to ensure that useful and desired businesses are able to survive in Town Center.
- ◆ I know what the process is regarding the setting of MPbus rent amounts, but the max amount is too low. If any of us are given a raise, we would not be able to apply but then wouldn't have a place to live because we wouldn't be able to afford any other place.
- ◆ I love concerts and Rockville musical theater.
- ◆ I love the city of Rockville!
- ◆ I love the dog park! The Rockville pool is in need of renovation. The locker room is very run down & poorly maintained. I'm worried that crime may be increasing.
- ◆ I love the new parks, dog park and playgrounds. I dislike the practice of cutting down and then not replacing trees (lining streets and other areas). It would be good to have the bus schedules for routes on secondary streets run later, like until 10pm. Overall - Rockville is a wonderful place to live. Thanks!
- ◆ I note here in to my farm where I live wasteful use of water. Plantings in median & side of streets are watered by automatic system with no adjustment for need. Water my even after heavy rain. Plus much of the water goes on the streets. I wonder C. Chemicals used. Why are there no wild mammals in tiny farm except groundhogs?
- ◆ I rate Montgomery county library system as the worst in wash met area. But I suppose that is not the city. City does good job in clearing short, tree maintenance, walkways water and sanitation, recycling. Thanks.
- ◆ I recently registered for a rental license for Rockville. I don't understand why the fee was \$200. It seems exorbitant compared to the nominal fee that other Montgomery County residents pay to rent out their homes. I would like to know where that fee is going towards. On a positive note, I have attended seminars on composting and rain barrels and found them to be very informative and well presented. Love the fact that the city credits homeowners for using rain barrels.
- ◆ I see potential improvement in the green/renewable energy growth within the city of Rockville. It would be very beneficial.
- ◆ I support having city employees to clear snow from sidewalks, the same time the roads are cleared. I do not approve of speed cameras!
- ◆ I think it is essential that Rockville take greater steps to improve sustainability and green infrastructure for the city.
- ◆ I think it was affordable that the city would cut trash removal from 2 days to once a week and still charge the same amount, which they did a few years ago. It just seems we say more for services and get less.
- ◆ I think Rockville does a very good job providing services in general. I think the city should move and aggressively pursue multi-modal transportation options, especially the Rockville Pike side sign. Good to have bike show in Rockville.
- ◆ I think Rockville is a good place to live except it's so expensive compared to other places I've lived, for that reason, we will probably look elsewhere to retire. I appreciate the opportunity to do this survey!
- ◆ I think speed enforcement is more prevalent in the better neighborhoods. (Speed cameras). I think the police drive too fast in residential neighborhoods when responding to calls.



- ◆ I think the services & community are great, that's why I choose to move here. Transportation, shopping, dining are all accessible (& walkable in my case). It's getting a little expensive & crowded, but likely due to the desirability of the area.
- ◆ I will like for my kids to bike more but we had 2 bikes stolen during the day.
- ◆ I wish the city could do more to help modest neighborhoods like Rockcrest. I would like to see initiatives to help encourage homeowners to take better care of their homes and lawns some homes are beautiful here while some look terrible.
- ◆ I wish they would allow me & have 1 hen and chicks for my garden as MO CO does.
- ◆ I wish Trash/recycling would not leave the trash can in front of a garage but put it back on the side.
- ◆ I would like more reasonable rate for senior citizens.
- ◆ I would like to see more on going activities for both the youth and seniors. A rolling skating rink, a dancing club, more outdoor movies and more activities that allow the ignored, poor population to participate.
- ◆ I would like to see tree trimming efforts stepped up in my neighborhood.
- ◆ I would like to see us be a pilot project site for solar roadways and a leader in alternative energy usage.
- ◆ If City] council was as responsive to & communicative with citizens as people providing services R'ville would be all the better for it.
- ◆ I'm not sure about the city's performance. However, the number of shops/stores/medical facilities/ etc. makes living in Rockville convenient.
- ◆ Improve competition for cable/internet to reduce prices.
- ◆ Improve crime information on Rockville website. Not just Rockville police but include Montgomery county police and other police agencies in metro.
- ◆ In front of my house there is a huge tree on the sidewalk. Now, a lot of leaves are falling and cover my yard on the sidewalk. I do need its trimming & raking. Please, trim the huge tree and rake the fallen leaves. Because of the after huge & [?] tree, my front yard gets less sunlight & shady.
- ◆ In general the city of Rockville government does a very good job. However, the overall tax rate for this area is extreme. Many of those who live in Rockville (and many sections of mont co.) will not be able to retire here. You must always reexamine employee benefit packages.
- ◆ In my immediate neighborhood there is an issue with teardowns & rebuilds to the very limit of what is allowed which do not blend at all to the existing homes. My fear is that something like that could potentially happen next to me. So I would encourage reexamination of current zoning parameters.
- ◆ In question #7 I did not give a high rating because some city employees are not very patient when it comes to answering customers questions. Not all employees display this behavior, but more than once I have seen the inappropriate interchange between the customers & city employee.
- ◆ In Sept 2013 I was riding my bike on the millennium trail & was hit by a pickup truck while crossing Gude at 355 Officer [REDACTED] would not take/ answer my numerous telephone calls and voice mail messages. Also, I was told by two different lieutenants that I could add my statement to the police report as an addendum and I could not.
- ◆ Increase emergency response planning training including reverse 911 to notify residents when there is an unusual incident in their neighborhood.
- ◆ Increase item that are recyclable. Institute tax credit for composting or other environmental measures.
- ◆ It is a safe and embracing community.
- ◆ It would be great if the city can also to provide compost trash services.
- ◆ It would be nice if city can pick up large trashes like mattress.
- ◆ It's too expensive to part in RTC. Also you have to pay \$20 to enroll in park by phone unlike DC where it's free to enroll. Every every time Rockville is going free.
- ◆ Keep up good work.
- ◆ Leaf collection is a yearly problem. The first collection is often too early for the leaves to have fallen & often the second collection is not late enough. Instead of assigning a full week to each collection zone perhaps visiting each zone on a different->
- ◆ Lights in the public parks need to be equipped with sensors to save electricity.

- ◆ Live in 355 Elmcroft Blvd King Farm. Bushes & grass needs care at the back lane.
- ◆ Live in a continuing care retirement community.
- ◆ Love all the new urban development!
- ◆ Love the Rockville Town Center, library and library plaza/events!
- ◆ Lower taxes & stop being nanny government. Stop taking away the rights of citizens, stop over regulation of housing codes.
- ◆ More enforcement by police of MO handheld cell phones. Stop homeless at needy people from approaching drivers at light - controlled interacting parking.
- ◆ More jobs are important, so people can afford to live here business can survive.
- ◆ More police patrol for business building at night.
- ◆ More street lights at the intersection by Rockville subway station too dark not safe when you cross the street. Thank you.
- ◆ More work is needed to revitalize Rockville town center, several shops & restaurants closed in the last few months that does not show the image of a thriving city may more incentives to bring business that people recognize. Also no community center near city hall to bring community member together city hall always closed after hrs.
- ◆ My house is in front of very busy Tennis court where people don't follow rules of parking on the weekend and also on the weekdays. We need a parking enforcer.
- ◆ My major issue with city govt over the last few years has been the very inadequate response of code enforcement to my problem with neighbor keeping a pot with standing water in her yard. This created a mosquito population explosion in my front yard I was very dissatisfied.
- ◆ My quality of life is very good in Rockville. I like running and biking in the parks. Everything I need is nearby/close.
- ◆ N/A
- ◆ N/A
- ◆ N/A
- ◆ N/A
- ◆ N/A
- ◆ N/A
- ◆ N/A
- ◆ Need more interests in seniors.
- ◆ Need more parking places.
- ◆ Need more parking spaces.
- ◆ Need more places to go out at night and open hours of businesses much later than it does today.
- ◆ Need to enforce cross-walk laws- almost hit by cars many times while riding bike/crossing street - esp. Wootton Pkwy.
- ◆ Need to see that additional taxes, city taxes, yield a material "plus" vs locales with no city taxes.
- ◆ New resident or commercial building construction is too crowded; especially new resident houses are built crowdly and adjacent to major roads.
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No
- ◆ No comment
- ◆ No Comment.
- ◆ No Complain
- ◆ No!
- ◆ No.
- ◆ No.
- ◆ No.
- ◆ No.

- ◆ No.
- ◆ No. Good job on most things.
- ◆ No. Very Good.
- ◆ None
- ◆ none
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ None.
- ◆ Not aware of the service.
- ◆ Not enough handicap parking. Always cannot find parking space. I have handicap tag and still got a ticket one time! And why the underground parking at Rockville town center you still have to pay for parking.
- ◆ Not happy when refuse collections changed to 1 a week- Maggots in summer-forced to purchase and use large plastic bags adding to environmental problems.
- ◆ Note: Dragon Bridge assisted w/ this survey.
- ◆ Now.
- ◆ On king farm Blvd., a lamp post is severely tilted are you waiting for it to fall on someone head? It has been like this for at least 2 months.
- ◆ Once/week trash is fine! Snow plow small streets adjacent to larger ones when you came through (selworthy off dunster) I want quality city services for all and am willing to pay taxes to ensure that.
- ◆ One of our biggest concerns is code enforcement. Although, my street is pretty close in the fact that we all have lived here for more than 20 yrs., we have houses right around the corner that are not kept up.
- ◆ One out of every three cars runs the stop sign in front of our house and drives well over speed limit on Ardennes. Need more speed cameras with low ticket amounts to change behavior without all the [?]. Adopt bus rapid Transit! Think long term!
- ◆ One Peeve increase police presence/fines at crossing between parking lot & library crosswalk! Speeding drivers A. Hazard barely stop at the currently missing stop for pedestrians sign!!
- ◆ Only moved to within city limits in April 2014.
- ◆ Our family moved here from Cheverly, MD. It is more expensive but we get what we pay for. I would love to stay here for a long time.
- ◆ Overall excellent but need more affordable housing for younger people.
- ◆ Overall the city is doing a great job to be concerned about quality of life for its residents. However, we also need to keep in check the commercial development taking place in Rockville & MO CO. We are chipping away at one field.
- ◆ Overall very good Hats off to Public works people
- ◆ Overall, the City is doing a good job. I would like the City to look into creative ways to help save taxpayer money. For example, the idea for compacting the number days for refuse/recycling collection was great.
- ◆ Perennials only on medians in for annual plants are a waste of my taxes quiet hours should also be observed on construction jobs through for employees.
- ◆ Perhaps a dedicate lane for bicycles down the 355 corridor. I appreciate the signs indicating cyclists can take the right lake but doing so on a weekday or after 1200 on weekends would be suicidal. The cars ignore all rules & regulations protecting cyclists.
- ◆ Please address/ more attention to pedestrian issues and safety near metro and schools.

- ◆ Please consider lowering age for senior rec programs to 55 (matching Montgomery County) and provide more senior programs in evening - Most are only offered in day- "Sneaker" fitness should apply to all hours.
- ◆ Please do not cut trash & recycling anymore once/week is the minimum!
- ◆ Please do something about noise pollution. Would be more likely to shop in Rockville if it were easier and cheaper to park.
- ◆ Please don't decrease services to lower taxes. I'd rather pay my share & have good services. Anything you can do to increase bicycle usage should be done.
- ◆ Please improve the method for payment of utility bill. Email notification comes before bill is available to pay online. Please consider sending email at time bill can be paid or participate in web-bill payment.
- ◆ Please install more bike lanes and bike parking (especially @ Rockville town center).
- ◆ Please rethink the aggressive campaign of rebuilding sidewalks that are seemingly ok. This is also the nicest, cleanest, safest city in which I have ever lived. I understand that comes with a price.
- ◆ Police good.
- ◆ President Obama's visit caused big traffic, highway was shut off. Rockville citizen's life was disturbed. I do not think that kind of privilege and security was necessary for President of the biggest democracy.
- ◆ Promote local business (not chains) in Rockville Town center. Reduces commercial taxes to allow residents to support the businesses.
- ◆ Property tax is too high.
- ◆ Provide more jobs for disabled people.
- ◆ Public works does excellent work and always approachable planning dept. although.
- ◆ Quality of life has decreased in the 21 years living Rockville due to development. City is overcrowded, streets are overcrowded, local shops replaced by chains where customer service is bad!!!
- ◆ Reduce taxes: City, Country & state. Too expensive for retiree to live!
- ◆ Refuse & yard waste pick up is bad! The worker refuses to use the automated system to completely empty the bins! I've seen them backing up trash trucks in Twinbrook for years! They miss the yard waste pick up about 40% of the time!
- ◆ Rent is really high. \$1600 for a one bedroom apartment is crazy. Moreover, every year our rent increases \$50 to \$75. I think there should be a law saying that rent can only increase every 3 to 5 years.
- ◆ Rent too high. Old people can't afford.
- ◆ Residential properties need code enforcement multiple families living in homes. Cars with expired tags in driveways.
- ◆ Road repair is horrible these days - why does it take years and years to get repairs done? Trash men are wonderful they need a raise.
- ◆ Rockville has been a great place to live, work and raise my family I would like to age in place. My name may need modification in future.
- ◆ Rockville has everything one needs the taxes of course makes it difficult on a retirement income when you're over eighty-80.
- ◆ Rockville has excellent services. It is an attraction comfortable and safe system.
- ◆ Rockville is a great place to live single & family. Water bill is too costly. We do not use much it keeps on going higher other than this all is great, family life, school, safety wonderful.
- ◆ Rockville is developing very quickly, Chinese resident is increasing very quickly city government should encourage building a china town. It would be a great way for economic and cultural exchange, increase job opportunity and increase tourists and visitors to Rockville!
- ◆ Rockville ownership of trees behind our house - No upkeep of tree trimming done - tree limbs lower of course - almost on our decks - areas like this should be checked - in back of St. Elizabeth C. Church - back of town houses.
- ◆ Safe well light running paths would be great!
- ◆ Satisfied.

- ◆ See back of page for comments on Rockville staff to the intersection of Wootton Parkway and Fallsmead Way. We cannot safely cross intersections of Wootton Parkway and Fallsmead Way and need your help. City staff - after numerous contacts finally placed a pedestrian crossing sign on the road since the road stripes and side signs were ignored by traffic. We reported where the road sign was run over, the City removed it and since then your staff has ignored the intersection and taken no further safety measures. This intersection is a through street/four way, with a playground, two twin lanes, bike trails, and two bus stops and it begs for a traffic light, yet there are lights down the street at Scott Drive and Green Place Terrace – neither have these busy junctions or are cross streets; crossing this dangerous intersection in the dark, early morning during rush hour on school days, or when traffic is speeding is not safe and certainly not in keeping with the City's Pedestrian Safety Initiatives. Shame on you and shame on the staff. We would love your help. Thank you.
- ◆ Sensitivity training would be helpful to some city employee especially for the elderly and racial diversity residents.
- ◆ Services are good. I would like to see them continue.
- ◆ Services to youth are good.
- ◆ Simplify Construction permit process.
- ◆ Small arts organizations are in need of space at reasonable rates to expand their businesses (ballet/ dance schools and space at Breal College for performances) at a reasonable cost. (MC is way too expensive).
- ◆ Some areas not safe - Viers Mill.
- ◆ Sometimes garbage cans are in the street, also sometimes there are pieces of garbage in the street.
- ◆ Speed cameras are a nuisance dangerous illegal lack of contest process and are hurting re-sale values, reputation of city.
- ◆ Speeding traffic, especially on side streets, is a significant safety hazard. Please station police on the block of Saddle Ridge Lane, off Gaither Rd. In just two weeks, you will issue enough tickets to pay a police officer's salary for 1 month! People speed along that block at 30 mph, and it is a family street with many young children.
- ◆ Stop all the surveys. Reduce crime and house break ins!
- ◆ Strongly disagree with the "Boulevard" Plan for Rockville Pike which favors developers & bike riders but not existing business & older residents. It will create more gridlock, cars have no alternative roads in that stretch & existing models (e.g. Pike & rose) are not neighborhood friendly.
- ◆ Suggest that Gabe Kosarek be commended for his extensive efforts in communicating with residents Re: The horizon hill park & stream restoration project.
- ◆ Taxes are too high for service provided.
- ◆ Telephone service - that a person not a tape answers callers. Also no difficult accents please.
- ◆ Thank you for all services. There are no comments at this time yet.
- ◆ Thank you!
- ◆ The city needs to continue to provide & maintain the amenities that make the city a special place to live including: Swim center, senior center, array of parks & play grounds, golf course.
- ◆ The city needs to do a better job protecting the residential feel of the neighborhoods. The schools are overcrowded and new schools need to be built. Too much traffic through neighbor streets!
- ◆ The city of Rockville is excellent place to work with excellent services.
- ◆ The city should continue to improve high end and quality dining establishments.
- ◆ The city should try to reduce size of gov't & reduce costs.
- ◆ The Civil war 150th anniversary programming was excellent. I enjoy my garden plot of Woottons mill wish it could be year - round.
- ◆ The cost to use the senior center is too high I pay my yearly dues, but the classes and fitness room are too expensive for me.
- ◆ The flowers planted on the divider island of Wootton parkway etc. are beautiful and very delightful.
- ◆ The guys who do trash and recycling collection are amazing. They do such a great job and they are worth the price we pay!
- ◆ The leaf collection schedule does not make sense to me. Collecting in the same area five days in a row is insufficient because all of the leaves are gone after the first day. It would make more sense to rotate daily to a new neighborhood.

- ◆ The length of this survey will directly affect the responses you were hoping for - Silly, really. No one in the business world would ever expect this length of survey from a client/customer. You are limiting responses.
- ◆ The library in Rockville (although a county establishment) could be more child friendly. It's a beautiful library but there are 3 toys for any number of toddlers to play with. Baltimore county public libraries have great children's programs.
- ◆ The maintenance of veirs mill road is too many times long mao.
- ◆ The Mayor & council must devise a way to persuade or pressure/ or shame the (Washington?) Gas co. to landscape or beautify their property @ cornea of rt. 355 College pkwy. That entrance looks like a prison!!
- ◆ The most logically important factor is the development for community culture that puts always of the welfare at least nurturing a sense of responsibility to the community we lives in.
- ◆ The neighborhood services which control director is rude disrespectful and lazy.
- ◆ The on time utility payment system stinks. I get an email telling me I can pay my utility bill and then I have to wait several days to be able to pay my bill. Why not wait to send the email until the site allows me to pay my bill. This is beyond stupid!! How come none of the other online payment system I use does this? Again stupid!! Catch up to the 21st century.
- ◆ The permit process for new construction takes longer than usual. Please consider to shorten the duration and requirement verification time.
- ◆ The programs for small children during the summer are very good. It would be good to see their throughout the year. The neighborhoods are very dark at night, lighting is bad.
- ◆ There are areas of the city of Rockville the government ignores - my area is one of them. The roads are in very bad shape. The drains don't work properly there are no curbs. When contacting the officials.
- ◆ There are some apartment complex that offer affordable housing opportunities, however they all have a long waiting list so it is hard to reach the opportunities. And traffic is always a problem on 355 & 270.
- ◆ There are way too many helicopters flying low - traffic and other services are uneven - downtown gets a lot of attention while Twin Brook, Burgundy Estates and College Gardens Shopping Centers are! Allowed to disintegrate into crime ridden, ugly pits.
- ◆ There has been an increase in residential neighborhoods being used for commercial activities such as car sales in the dear drive area several cars have been parked with dealer plates attracting buyers which is creating a business environment. It disturbs the peaceful neighborhood.
- ◆ There is a small patch of grass next to my house that is Rockville property and you never cut the grass.
- ◆ There is too much development going on in this few years. Too much construction and traffic jam!
- ◆ There is too much development on Rockville Pike. That people well use public transportation is a nice idea but they will still drive. Rockville Pike traffic is too much now.
- ◆ There is too much development.
- ◆ There is too much traffic is Rockville pike. There needs to be more bike lanes. There are too many police budget is too high do they really need new cars every two years? No.
- ◆ There is a Lack of adequate lighting along the streets in pedestrian areas, and especially at major road crossings that pedestrians and by cyclists country use in the evenings and early mornings. Secondly, is it possible to increase the separation between bike lanes and roadways to improve safety for bikers?
- ◆ This may not be possible but all senior citizens are not retired & have been unable to find basic computer classes anywhere in the Rockville area in evening.
- ◆ Everything is expensive, taxes are high
- ◆ Too many speed cameras. Changing speed limit to 30 mph on Wootton Parkway by Pasture Brook road was ridiculous.
- ◆ Too many speed, red light turn cameras to make money.
- ◆ Too much money is being spent on bike lanes and not enough on cleaning the streams and water avenues that go to the bay! Redundant.
- ◆ Town center is excellent.



- ◆ Town center is going in the wrong direction overdevelopment of housing units, particularly near movie theater, vacancies (departures) of stores due to rate increases, increased traffic & school overcrowding.
- ◆ Traffic is insane. All this growth while good for employment & tax base is too much on own trash dump, electric grid, water lines, schools, and definitely roads!! Also - think.
- ◆ Traffic lights on views mill/first street intersections need to be synchronized. It can take 10 minutes to go about /mile in the morning. Twinbrook shopping center looks run down and low class. Fence is really ugly.
- ◆ Trash collectors leave trash on the street. Object to the high \$ dollar cost for code enforcement, animal control, refuse collection, police fleet vehicles i.e. SUVs.
- ◆ Trash pickup should be twice a week, we have seen rats in the neighborhoods!
- ◆ Trash removal must be provided more from once a week!
- ◆ Unfinished road work in our neighborhood (Falls Orchard) year after year; unenforced parking rules in our neighborhood; city failure to plan snow in front of our home (we are not a cul-de-sac the definition) when the rest of the street is plowed, publications in Eng. and Spanish-Hispanics really are smart enough to learn English if we set high expectations for them-its solely benefiting to them.
- ◆ Vehicles speed and disobey other traffic laws on Maryland Ave, E Middle Lane, Monroe St, and Courthouse Sq. which makes walking very dangerous. One such place is the pedestrian crosswalk on E Middle Lane (by Monroe St). Vehicles traveling east and west completely ignore the crosswalk; they do not stop or slow down. It takes at least 3 people crossing the street to make vehicles stop. The intersection of Monroe St and Monroe Pl is also particularly hazardous. Vehicles do not stop at the stop signs, they lock the box, block the crosswalks, and continue turning even though there are pedestrians in the crosswalks. In one instance, I saw one car stop at the stop line to wait for a pedestrian. Another car became impatient, passed on the left of the stopped car, proceeded to make a right turn in front of the stopped car, and nearly hit the pedestrian. A stop sign camera at this intersection would be appreciated and the cost could be recovered in one day (based on the \$5000 REDFLEXstop). On a regular basis during rush hour, I see 5 vehicles run the stop sign in 1 minute. Assuming \$50/infracton, 30 infractons/hour, and 4 hours/day (2 hours in the morning and 2 in the evening rush), that is \$6000/day. Speeding and running stop signs may seem like tolerable offenses, but once the hotel and additional residences are open, the situation will be worse with more traffic and pedestrians. In addition, street sweeping is fantastic but sidewalk sweeping is atrocious. I can partially forgive cigarette butts, but there needs to be more cigarette disposals. What I cannot forgive is the broken glass, plastic cups, and paper on every street which is bordered by 355, E Jefferson, and N Washington. An easy (but inappropriate) solution would be to sweep the debris into the street before the street sweeper passes. Lastly, Rockville Town Center needs a hardware, pet food, and soda stream store.
- ◆ Very happy with the services the city of Rockville offers - However, very expensive!! Don't think I can retire here. But I love Rockville!!
- ◆ Very pleased with the services. Love the ease of transportation and access to the acts and shopping.
- ◆ We are not at all pleased with the Carter city of Rockville development personal. It seems they will simple give lip service to elected officials. They know they will be in price after the elected are gone. A job for life regardless of service!
- ◆ We could use more lights on our street it's very dark at night. My child and I get off from work at night and it's really dark on our street. We need more street lights.
- ◆ We had a very poor experience dealing with city staff to implement permit parking on our street. Lack of knowledge & city policy, and ultimately admitting to not recommending permits because "problem would move to another street" was very disappointing. Committee ultimately approved.
- ◆ We have heard that Rockville and Mont. County were going to get a lot tougher on people using cell phones & texting while driving yet we see it all the time. Another issue is pedestrians they cross against traffic signals they don't look at oncoming traffic, most are looking down.
- ◆ We have lived in six major metro US cities the past 20 years. Rockville's proximity to DC & metro red line is wonderful. Rockville has the worst water & for the 1st time we buy water. No bike lanes, no jogging trails, no public jogging trails in parks and it being so un-pedestrian friendly will make me

move when lease is up. Traffic police need to be more active writing traffic tickets. Read: failure to yield to peds, speeding, lane changing without signal. Thank you for this opportunity.

- ◆ We have lived in the city of Rockville for only 3.5 years, but lived in the manor lake community for 38 years.
- ◆ We live in a continuing care retirement community because of age and many in house services we seldom use city services.
- ◆ We live in twin brook & have friends in west end. Our services are not as good. Lack of police driving through snow removal and lack of neighborhood services. We love the->
- ◆ We love living in Rockville great area to live great school great shopping places (food etc.) Worship places great. Water bill too much, too much.
- ◆ We love Rockville, but we are probably not going to be able to retire here. It just isn't affordable for our expected retirement income. We would not be wasting our money as a city if we conducted intensive public forums (fora?) on how to do a 4-way stop and proper passing on the left. Just sayin'...
- ◆ We love the family friendly events in the town square. There needs to be a more efficient way to move people along Rockville Pike - rush hour is a mess!
- ◆ We need a "Whole Foods" or similar type of gourmet market.
- ◆ We need more upscale restaurants. I think the liquor control policies may influence this, particularly as it affects availability of wines in restaurants their quality and variety.
- ◆ We will feel happy if we could find an indoor basketball court or indoor badminton court close to our home. Now we have to drive 30 min to find a place.
- ◆ Why this emphasis on bicycles. Who really cares? Enough already.
- ◆ Would like more parks walkable areas for people of our ages.
- ◆ Would like to see a covered area at the Mattie Stepanek Park in king farm with picnic tables, like in falls grove.
- ◆ Would like to see chickens allowed within city limits.
- ◆ Would you like to see more complete snow removal.
- ◆ Yes, I do! The lighting in the area of Rollins are/E Jefferson neighborhood, the lighting is terrible!! The city most do something, it is so dark that it creates an environment for crimes such as robbery, child abduction etc. The city has to do something! Also, more police to reinforce traffic laws.
- ◆ Yes, this may be the wrong group to address this issue but I think the town center rink is constructed a month too early. I would much rather see nothing (or maybe a Halloween theme)->.
- ◆ You are doing a good job! I love Rockville.
- ◆ You need to get panhandlers off of Rockville Pike! Very aggressive at Hubbard Dr. intersection & old G-town Rd. They are scary & aggressive! May be illegal.
- ◆ You need to maintain proper sidewalk construction. My family member had a very bad bicycling accident on Tower Oaks sidewalk because it has a large gap and is not properly constructed.



## Appendix E: Survey Methodology

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### Survey Instrument Development

General community surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The 2014 Rockville Community Survey was the eighth iteration since the survey was first conducted in 2001. To preserve trends over time, the 2012 survey served as the foundation for the 2014 community survey instrument. Questions that asked about topics found to be less salient in 2014 were eliminated and a list of topics for new questions was generated. New questions were created, all questions were prioritized and an optimal composition of topics and questions were selected to be included on the final survey. Through this iterative process between City staff and NRC staff, a final four-page questionnaire was created. Prior to the 2014 community survey, a five-page questionnaire was created. The length of the survey was decreased to four pages in 2014 to positively impact the response rate. Decreasing survey length is an industry-accepted method for positively impacting response rates.

### Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the city boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 2,000 addresses, each identified as being within one of three geographic areas (East of Rockville Pike (MD 355), Between Hungerford Drive/Rockville Pike (MD 355) and I-270 or West of I-270).

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

## Survey Administration and Response

Households received the four mailings starting in October of 2014. The first was a postcard, signed by the Mayor, notifying them they had been selected to participate in the Rockville Community Survey. About a week later a survey was mailed with a cover letter signed by the Mayor, a four-page questionnaire and a postage-paid envelope. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again. A reminder postcard, also signed by the Mayor, was mailed to residents a week after the second survey.

About 4% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,921 households that received the survey, 792 respondents completed the survey, providing a response rate of 41%.

Survey respondents also had the opportunity to complete the survey online through a web link included in the cover letter accompanying the mailed survey. Out of the 792 responses, 65 were completed online. Typically, the vast majority of survey submissions are still completed through the mail even when an online option is available.

### Reaching Non-English Speaking Residents

The cover letter and survey were mailed to residents in English. However, the cover letter included a sidebar with a paragraph in five languages (Spanish, Chinese, Vietnamese, Korean and Russian) that described the contents of the packet, and provided a phone number to call if the resident wanted to receive the survey in another language or get assistance in completing the survey.

Translation services were subcontracted by the City of Rockville. A call center was available during the day to take calls from non-English speaking residents and a voicemail box was created for each of the five languages to receive calls after hours. In total, 135 calls were received and 118 translated surveys sent to these residents. Twenty-two requested additional help by phone to complete the translated surveys and eight requested help in person. The table below displays all the contacts made by language.

**Table 86: Multicultural Community Outreach Results 2014**

	Spanish	Chinese	Russian	Korean	Vietnamese	Total
Total number of calls	52	57	2	17	7	135
Requests for surveys	44	53	2	13	6	118
Surveys sent	44	53	2	13	6	118
Assistance by phone	11	9	0	1	1	22
Assistance in person	4	3	0	0	1	8
Comments for translation	3	5	1	0	0	9
Completed mailed surveys returned	13	12	1	3	3	32
Completed web surveys	3	2	0	0	0	5
<b>Total completed mail and web surveys</b>	<b>16</b>	<b>14</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>37</b>

## Confidence Interval and Margin of Error

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used for this report, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval for the City of Rockville 2014 Community Survey is generally no greater than plus or minus four percentage points around any given percent and two points around any given rating on the 100-point scale for all survey respondents (682).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 72% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 68% and 76%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

The margin of error increases for subgroups of responses (e.g., gender or age) because the number of respondents within the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. The margin of error also is larger for comparisons between survey years.

## Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## Weighting the Data

The demographic characteristics of the survey respondents were compared to those found in the American Community Survey (ACS) and Census estimates for adults in the city. Survey results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the survey respondents were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure (rent versus own), housing unit type (attached versus detached), race (white versus non-white) and ethnicity (Hispanic versus non-Hispanic). This decision was based on:

- ◆ The disparity between the survey respondent characteristics and the population norms for these variables
- ◆ The saliency of these variables in differences of opinion among subgroups
- ◆ The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. This is done by: 1) reviewing the survey respondent demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The percentage of residents with demographic characteristics that are least similar to the percentages in the Census and the demographic categories of residents whose opinions are most different from each other are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the survey data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page and the variables used are shaded grey.

**Table 87: 2014 Rockville Citizen Survey Weighting Table**

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	40%	32%	40%
Own home	60%	68%	60%
Detached unit <sup>2</sup>	51%	52%	51%
Attached unit <sup>2</sup>	49%	48%	49%
<b>Race and Ethnicity</b>			
White alone, not Hispanic	56%	58%	55%
Hispanic and/or other race	44%	42%	45%
Hispanic	13%	9%	13%
Non-Hispanic	87%	91%	87%
White	63%	63%	63%
Non-white	37%	37%	37%
<b>Sex and Age</b>			
18-34 years of age	29%	14%	28%
35-54 years of age	39%	37%	38%
55+ years of age	33%	49%	34%
Male	47%	41%	46%
Female	53%	59%	54%
Females 18-34	14%	9%	14%
Females 35-54	20%	23%	20%
Females 55+	18%	27%	20%
Males 18-34	14%	5%	14%
Males 35-54	19%	15%	18%
Males 55+	14%	22%	14%

<sup>1</sup> Source: 2010 Census<sup>2</sup> Source: 2005-2009 American Community Survey

## Data Analysis

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and average (mean) ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix A: Complete Set of Survey Responses*.

Also included are results by respondent characteristics and geographic area of residence (*Appendix B: Survey Results by Location within Rockville* and *Appendix C: Survey Results by Demographic Subgroups*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; in other words, there is a greater than 95% probability that the differences observed in the selected categories of survey respondents represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

## Appendix F: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the national benchmark comparisons provided for the City of Rockville followed by its 2010 population according to the U.S. Census.

### National Benchmark Comparison

Abilene city, KS .....	6,844	Boulder city, CO .....	97,385
Adams County, CO .....	441,603	Boulder County, CO .....	294,567
Airway Heights city, WA .....	6,114	Bowling Green city, KY .....	58,067
Albany city, OR .....	50,158	Brentwood city, MO .....	8,055
Albemarle County, VA .....	98,970	Brentwood city, TN .....	37,060
Albert Lea city, MN .....	18,016	Brighton city, CO .....	33,352
Algonquin village, IL .....	30,046	Bristol city, TN .....	26,702
Aliso Viejo city, CA .....	47,823	Broken Arrow city, OK .....	98,850
Altoona city, IA .....	14,541	Brookfield city, WI .....	37,920
Ames city, IA .....	58,965	Brookline CDP, MA .....	58,732
Andover CDP, MA .....	8,762	Brookline town, NH .....	4,991
Ankeny city, IA .....	45,582	Broomfield city, CO .....	55,889
Ann Arbor city, MI .....	113,934	Brownsburg town, IN .....	21,285
Annapolis city, MD .....	38,394	Bryan city, TX .....	76,201
Apple Valley town, CA .....	69,135	Burien city, WA .....	33,313
Arapahoe County, CO .....	572,003	Burleson city, TX .....	36,690
Arkansas City city, AR .....	366	Cabarrus County, NC .....	178,011
Arlington city, TX .....	365,438	Cambridge city, MA .....	105,162
Arlington County, VA .....	207,627	Canton city, SD .....	3,057
Arvada city, CO .....	106,433	Cape Coral city, FL .....	154,305
Ashland city, OR .....	20,078	Cape Girardeau city, MO .....	37,941
Ashland town, VA .....	7,225	Carlisle borough, PA .....	18,682
Aspen city, CO .....	6,658	Carlsbad city, CA .....	105,328
Auburn city, AL .....	53,380	Cartersville city, GA .....	19,731
Auburn city, WA .....	70,180	Cary town, NC .....	135,234
Aurora city, CO .....	325,078	Casa Grande city, AZ .....	48,571
Austin city, TX .....	790,390	Casper city, WY .....	55,316
Bainbridge Island city, WA .....	23,025	Castine town, ME .....	1,366
Baltimore city, MD .....	620,961	Castle Pines North city, CO .....	10,360
Baltimore County, MD .....	805,029	Castle Rock town, CO .....	48,231
Battle Creek city, MI .....	52,347	Cedar Falls city, IA .....	39,260
Bay City city, MI .....	34,932	Cedar Rapids city, IA .....	126,326
Baytown city, TX .....	71,802	Centennial city, CO .....	100,377
Bedford city, TX .....	46,979	Centralia city, IL .....	13,032
Bedford town, MA .....	13,320	Chambersburg borough, PA .....	20,268
Bellevue city, WA .....	122,363	Chandler city, AZ .....	236,123
Bellingham city, WA .....	80,885	Chanhassen city, MN .....	22,952
Beltrami County, MN .....	44,442	Chapel Hill town, NC .....	57,233
Benbrook city, TX .....	21,234	Charlotte city, NC .....	731,424
Bend city, OR .....	76,639	Charlotte County, FL .....	159,978
Benicia city, CA .....	26,997	Charlottesville city, VA .....	43,475
Bettendorf city, IA .....	33,217	Chesterfield County, VA .....	316,236
Billings city, MT .....	104,170	Chippewa Falls city, WI .....	13,661
Blaine city, MN .....	57,186	Citrus Heights city, CA .....	83,301
Bloomfield Hills city, MI .....	3,869	Clackamas County, OR .....	375,992
Bloomington city, IL .....	76,610	Clarendon Hills village, IL .....	8,427
Bloomington city, MN .....	82,893	Clayton city, MO .....	15,939
Blue Springs city, MO .....	52,575	Clearwater city, FL .....	107,685
Boise City city, ID .....	205,671	Cleveland Heights city, OH .....	46,121
Boonville city, MO .....	8,319	Clive city, IA .....	15,447

Clovis city, CA .....	95,631	Encinitas city, CA.....	59,518
College Park city, MD .....	30,413	Englewood city, CO .....	30,255
College Station city, TX.....	93,857	Erie town, CO.....	18,135
Colleyville city, TX .....	22,807	Escambia County, FL .....	297,619
Collinsville city, IL.....	25,579	Estes Park town, CO .....	5,858
Columbia city, MO .....	108,500	Fairview town, TX .....	7,248
Columbus city, WI .....	4,991	Farmington Hills city, MI.....	79,740
Commerce City city, CO.....	45,913	Fayetteville city, NC.....	200,564
Concord city, CA.....	122,067	Fishers town, IN .....	76,794
Concord town, MA.....	17,668	Flagstaff city, AZ.....	65,870
Conyers city, GA.....	15,195	Flower Mound town, TX.....	64,669
Cookeville city, TN.....	30,435	Flushing city, MI.....	8,389
Coon Rapids city, MN .....	61,476	Forest Grove city, OR .....	21,083
Cooper City city, FL .....	28,547	Fort Collins city, CO .....	143,986
Coronado city, CA .....	18,912	Fort Smith city, AR .....	86,209
Corvallis city, OR .....	54,462	Fort Worth city, TX.....	741,206
Creve Coeur city, MO .....	17,833	Fountain Hills town, AZ .....	22,489
Cross Roads town, TX.....	1,563	Franklin city, TN .....	62,487
Crystal Lake city, IL.....	40,743	Fredericksburg city, VA.....	24,286
Dade City city, FL.....	6,437	Freeport CDP, ME .....	1,485
Dakota County, MN.....	398,552	Freeport city, IL.....	25,638
Dallas city, OR.....	14,583	Fremont city, CA .....	214,089
Dallas city, TX.....	1,197,816	Friendswood city, TX.....	35,805
Dardenne Prairie city, MO .....	11,494	Fruita city, CO .....	12,646
Davenport city, IA .....	99,685	Gahanna city, OH.....	33,248
Davidson town, NC.....	10,944	Gainesville city, FL.....	124,354
Decatur city, GA.....	19,335	Gaithersburg city, MD .....	59,933
Delray Beach city, FL .....	60,522	Galveston city, TX .....	47,743
Denison city, TX .....	22,682	Garden City city, KS.....	26,658
Denver city, CO.....	600,158	Gardner city, KS .....	19,123
Derby city, KS.....	22,158	Geneva city, NY.....	13,261
Des Moines city, IA.....	203,433	Georgetown city, TX.....	47,400
Des Peres city, MO.....	8,373	Gilbert town, AZ.....	208,453
Destin city, FL .....	12,305	Gillette city, WY .....	29,087
Dewey-Humboldt town, AZ .....	3,894	Globe city, AZ.....	7,532
Dorchester County, MD.....	32,618	Golden Valley city, MN .....	20,371
Dothan city, AL .....	65,496	Goodyear city, AZ.....	65,275
Douglas County, CO .....	285,465	Grafton village, WI .....	11,459
Dover city, NH.....	29,987	Grand Blanc city, MI.....	8,276
Dublin city, OH.....	41,751	Grand Island city, NE .....	48,520
Duluth city, MN.....	86,265	Grass Valley city, CA.....	12,860
Duncanville city, TX .....	38,524	Greeley city, CO .....	92,889
Durham city, NC.....	228,330	Green Valley CDP, AZ .....	21,391
East Baton Rouge Parish, LA .....	440,171	Greenwood Village city, CO .....	13,925
East Grand Forks city, MN .....	8,601	Greer city, SC .....	25,515
East Lansing city, MI.....	48,579	Guilford County, NC .....	488,406
Eau Claire city, WI .....	65,883	Gunnison County, CO .....	15,324
Eden Prairie city, MN .....	60,797	Gurnee village, IL .....	31,295
Edgerton city, KS.....	1,671	Hailey city, ID.....	7,960
Edina city, MN .....	47,941	Haines Borough, AK.....	2,508
Edmonds city, WA.....	39,709	Hallandale Beach city, FL.....	37,113
El Cerrito city, CA .....	23,549	Hamilton city, OH.....	62,477
El Dorado County, CA .....	181,058	Hampton city, VA.....	137,436
El Paso city, TX.....	649,121	Hanover County, VA.....	99,863
Elk Grove city, CA.....	153,015	Harrisonburg city, VA .....	48,914
Elk River city, MN.....	22,974	Harrisonville city, MO.....	10,019
Elko New Market city, MN.....	4,110	Hayward city, CA.....	144,186
Elmhurst city, IL .....	44,121	Henderson city, NV .....	257,729



Hermiston city, OR.....	16,745	Las Vegas city, NV .....	583,756
High Point city, NC .....	104,371	Lawrence city, KS .....	87,643
Highland Park city, IL.....	29,763	League City city, TX .....	83,560
Highlands Ranch CDP, CO.....	96,713	Lee County, FL .....	618,754
Hillsborough town, NC .....	6,087	Lee's Summit city, MO.....	91,364
Holden town, MA.....	17,346	Lehi city, UT .....	47,407
Holland city, MI.....	33,051	Lenexa city, KS .....	48,190
Honolulu County, HI.....	953,207	Lewis County, NY .....	27,087
Hooksett town, NH .....	13,451	Lewiston city, ME.....	36,592
Hopkins city, MN.....	17,591	Lincoln city, NE .....	258,379
Hopkinton town, MA.....	14,925	Lindsborg city, KS .....	3,458
Hoquiam city, WA .....	8,726	Littleton city, CO .....	41,737
Houston city, TX.....	2,099,451	Livermore city, CA.....	80,968
Hudson city, OH .....	22,262	Lone Tree city, CO .....	10,218
Hudson town, CO.....	2,356	Longmont city, CO.....	86,270
Hudsonville city, MI.....	7,116	Longview city, TX .....	80,455
Huntersville town, NC .....	46,773	Los Alamos County, NM .....	17,950
Hurst city, TX .....	37,337	Louisville city, CO .....	18,376
Hutchinson city, MN.....	14,178	Lynchburg city, VA .....	75,568
Hutto city, TX.....	14,698	Lynnwood city, WA .....	35,836
Hyattsville city, MD .....	17,557	Madison city, WI.....	233,209
Independence city, MO .....	116,830	Mankato city, MN .....	39,309
Indian Trail town, NC.....	33,518	Maple Grove city, MN .....	61,567
Indianola city, IA .....	14,782	Maple Valley city, WA .....	22,684
Iowa City city, IA .....	67,862	Maricopa County, AZ.....	3,817,117
Jackson County, MI .....	160,248	Marin County, CA.....	252,409
James City County, VA.....	67,009	Maryland Heights city, MO.....	27,472
Jefferson City city, MO .....	43,079	Matthews town, NC .....	27,198
Jefferson County, CO.....	534,543	McAllen city, TX .....	129,877
Jefferson County, NY.....	116,229	McDonough city, GA .....	22,084
Jerome city, ID .....	10,890	McKinney city, TX.....	131,117
Johnson City city, TN.....	63,152	McMinnville city, OR.....	32,187
Johnson County, KS.....	544,179	Mecklenburg County, NC.....	919,628
Johnston city, IA.....	17,278	Medford city, OR.....	74,907
Jupiter town, FL .....	55,156	Menlo Park city, CA.....	32,026
Kalamazoo city, MI.....	74,262	Mercer Island city, WA .....	22,699
Kansas City city, KS.....	145,786	Meridian charter township, MI.....	39,688
Kansas City city, MO.....	459,787	Meridian city, ID .....	75,092
Keizer city, OR.....	36,478	Merriam city, KS.....	11,003
Kenmore city, WA .....	20,460	Merrill city, WI.....	9,661
Kennedale city, TX.....	6,763	Mesa city, AZ .....	439,041
Kennett Square borough, PA .....	6,072	Mesa County, CO .....	146,723
Kirkland city, WA.....	48,787	Miami Beach city, FL .....	87,779
La Mesa city, CA.....	57,065	Miami city, FL.....	399,457
La Plata town, MD.....	8,753	Midland city, MI.....	41,863
La Porte city, TX .....	33,800	Milford city, DE .....	9,559
La Vista city, NE.....	15,758	Milton city, GA.....	32,661
Lafayette city, CO.....	24,453	Minneapolis city, MN .....	382,578
Laguna Beach city, CA .....	22,723	Mission Viejo city, CA.....	93,305
Laguna Hills city, CA .....	30,344	Modesto city, CA.....	201,165
Laguna Niguel city, CA.....	62,979	Monterey city, CA .....	27,810
Lake Oswego city, OR .....	36,619	Montgomery County, MD.....	971,777
Lake Zurich village, IL .....	19,631	Montgomery County, VA.....	94,392
Lakeville city, MN .....	55,954	Montpelier city, VT .....	7,855
Lakewood city, CO .....	142,980	Monument town, CO .....	5,530
Lane County, OR .....	351,715	Mooreville town, NC.....	32,711
Larimer County, CO.....	299,630	Morristown city, TN .....	29,137
Las Cruces city, NM.....	97,618	Moscow city, ID .....	23,800



Mountain Village town, CO.....	1,320	Pflugerville city, TX.....	46,936
Mountlake Terrace city, WA.....	19,909	Phoenix city, AZ.....	1,445,632
Munster town, IN.....	23,603	Pinal County, AZ.....	375,770
Muscatine city, IA.....	22,886	Pinehurst village, NC.....	13,124
Naperville city, IL.....	141,853	Piqua city, OH.....	20,522
Needham CDP, MA.....	28,886	Pitkin County, CO.....	17,148
New Braunfels city, TX.....	57,740	Platte City city, MO.....	4,691
New Brighton city, MN.....	21,456	Plymouth city, MN.....	70,576
New Hanover County, NC.....	202,667	Pocatello city, ID.....	54,255
New Orleans city, LA.....	343,829	Polk County, IA.....	430,640
New Smyrna Beach city, FL.....	22,464	Port Huron city, MI.....	30,184
Newberg city, OR.....	22,068	Port Orange city, FL.....	56,048
Newport Beach city, CA.....	85,186	Port St. Lucie city, FL.....	164,603
Newport city, RI.....	24,672	Portland city, OR.....	583,776
Newport News city, VA.....	180,719	Post Falls city, ID.....	27,574
Newton city, IA.....	15,254	Prince William County, VA.....	402,002
Noblesville city, IN.....	51,969	Prior Lake city, MN.....	22,796
Nogales city, AZ.....	20,837	Provo city, UT.....	112,488
Norfolk city, VA.....	242,803	Pueblo city, CO.....	106,595
Norman city, OK.....	110,925	Purcellville town, VA.....	7,727
North Las Vegas city, NV.....	216,961	Queen Creek town, AZ.....	26,361
Northglenn city, CO.....	35,789	Radford city, VA.....	16,408
Novato city, CA.....	51,904	Radnor township, PA.....	31,531
Novi city, MI.....	55,224	Ramsey city, MN.....	23,668
O'Fallon city, IL.....	28,281	Rapid City city, SD.....	67,956
O'Fallon city, MO.....	79,329	Raymore city, MO.....	19,206
Oak Park village, IL.....	51,878	Redmond city, WA.....	54,144
Oakland Park city, FL.....	41,363	Rehoboth Beach city, DE.....	1,327
Oakley city, CA.....	35,432	Reno city, NV.....	225,221
Ogdensburg city, NY.....	11,128	Reston CDP, VA.....	58,404
Oklahoma City city, OK.....	579,999	Richmond city, CA.....	103,701
Olathe city, KS.....	125,872	Richmond Heights city, MO.....	8,603
Old Town city, ME.....	7,840	Rifle city, CO.....	9,172
Olmsted County, MN.....	144,248	River Falls city, WI.....	15,000
Orland Park village, IL.....	56,767	Riverdale city, UT.....	8,426
Oshkosh city, WI.....	66,083	Riverside city, CA.....	303,871
Otsego County, MI.....	24,164	Riverside city, MO.....	2,937
Overland Park city, KS.....	173,372	Rochester city, MI.....	12,711
Oviedo city, FL.....	33,342	Rochester Hills city, MI.....	70,995
Paducah city, KY.....	25,024	Rock Hill city, SC.....	66,154
Palm Coast city, FL.....	75,180	Rockford city, IL.....	152,871
Palm Springs city, CA.....	44,552	Rockville city, MD.....	61,209
Palo Alto city, CA.....	64,403	Rogers city, MN.....	8,597
Panama City city, FL.....	36,484	Rolla city, MO.....	19,559
Papillion city, NE.....	18,894	Roselle village, IL.....	22,763
Park City city, UT.....	7,558	Roswell city, GA.....	88,346
Parker town, CO.....	45,297	Round Rock city, TX.....	99,887
Parkland city, FL.....	23,962	Royal Oak city, MI.....	57,236
Pasadena city, CA.....	137,122	Saco city, ME.....	18,482
Pasco city, WA.....	59,781	Sahuarita town, AZ.....	25,259
Pasco County, FL.....	464,697	Salida city, CO.....	5,236
Peachtree City city, GA.....	34,364	Salt Lake City city, UT.....	186,440
Pearland city, TX.....	91,252	Sammamish city, WA.....	45,780
Peoria city, AZ.....	154,065	San Anselmo town, CA.....	12,336
Peoria city, IL.....	115,007	San Antonio city, TX.....	1,327,407
Peoria County, IL.....	186,494	San Carlos city, CA.....	28,406
Peters township, PA.....	21,213	San Diego city, CA.....	1,307,402
Petoskey city, MI.....	5,670	San Francisco city, CA.....	805,235

San Jose city, CA.....	945,942	Tacoma city, WA.....	198,397
San Juan County, NM.....	130,044	Takoma Park city, MD.....	16,715
San Marcos city, CA.....	83,781	Tamarac city, FL.....	60,427
San Marcos city, TX.....	44,894	Temecula city, CA.....	100,097
San Rafael city, CA.....	57,713	Temple city, TX.....	66,102
Sandy Springs city, GA.....	93,853	The Woodlands CDP, TX.....	93,847
Sanford city, FL.....	53,570	Thornton city, CO.....	118,772
Sangamon County, IL.....	197,465	Thousand Oaks city, CA.....	126,683
Santa Clarita city, CA.....	176,320	Tualatin city, OR.....	26,054
Santa Fe County, NM.....	144,170	Tulsa city, OK.....	391,906
Santa Monica city, CA.....	89,736	Twin Falls city, ID.....	44,125
Sarasota County, FL.....	379,448	Tyler city, TX.....	96,900
Savage city, MN.....	26,911	Umatilla city, OR.....	6,906
Savannah city, GA.....	136,286	Upper Arlington city, OH.....	33,771
Scarborough CDP, ME.....	4,403	Urbandale city, IA.....	39,463
Schaumburg village, IL.....	74,227	Vail town, CO.....	5,305
Scott County, MN.....	129,928	Vancouver city, WA.....	161,791
Scottsdale city, AZ.....	217,385	Ventura CCD, CA.....	111,889
Seaside city, CA.....	33,025	Vestavia Hills city, AL.....	34,033
SeaTac city, WA.....	26,909	Virginia Beach city, VA.....	437,994
Sevierville city, TN.....	14,807	Wake Forest town, NC.....	30,117
Sheboygan city, WI.....	49,288	Walnut Creek city, CA.....	64,173
Shoreview city, MN.....	25,043	Washington County, MN.....	238,136
Shorewood city, MN.....	7,307	Washoe County, NV.....	421,407
Shorewood village, IL.....	15,615	Watauga city, TX.....	23,497
Shorewood village, WI.....	13,162	Wauwatosa city, WI.....	46,396
Sioux Center city, IA.....	7,048	Waverly city, IA.....	9,874
Sioux Falls city, SD.....	153,888	Weddington town, NC.....	9,459
Skokie village, IL.....	64,784	Wentzville city, MO.....	29,070
Snellville city, GA.....	18,242	West Carrollton city, OH.....	13,143
South Kingstown town, RI.....	30,639	West Chester borough, PA.....	18,461
South Lake Tahoe city, CA.....	21,403	West Des Moines city, IA.....	56,609
South Portland city, ME.....	25,002	West Richland city, WA.....	11,811
Southborough town, MA.....	9,767	Westerville city, OH.....	36,120
Southlake city, TX.....	26,575	Westlake town, TX.....	992
Sparks city, NV.....	90,264	Westminster city, CO.....	106,114
Spokane Valley city, WA.....	89,755	Weston town, MA.....	11,261
Spring Hill city, KS.....	5,437	Wheat Ridge city, CO.....	30,166
Springboro city, OH.....	17,409	White House city, TN.....	10,255
Springfield city, MO.....	159,498	Whitewater township, MI.....	2,597
Springfield city, OR.....	59,403	Wichita city, KS.....	382,368
Springville city, UT.....	29,466	Williamsburg city, VA.....	14,068
St. Charles city, IL.....	32,974	Wilmington city, NC.....	106,476
St. Cloud city, FL.....	35,183	Wilsonville city, OR.....	19,509
St. Cloud city, MN.....	65,842	Winchester city, VA.....	26,203
St. Joseph city, MO.....	76,780	Windsor town, CO.....	18,644
St. Louis County, MN.....	200,226	Windsor town, CT.....	29,044
St. Louis Park city, MN.....	45,250	Winnetka village, IL.....	12,187
Stallings town, NC.....	13,831	Winston-Salem city, NC.....	229,617
State College borough, PA.....	42,034	Winter Garden city, FL.....	34,568
Sterling Heights city, MI.....	129,699	Woodland city, CA.....	55,468
Sugar Grove village, IL.....	8,997	Woodland city, WA.....	5,509
Sugar Land city, TX.....	78,817	Wrentham town, MA.....	10,955
Summit city, NJ.....	21,457	Wyandotte city, MI.....	25,883
Summit County, UT.....	36,324	Yakima city, WA.....	91,067
Sunnyvale city, CA.....	140,081	York County, VA.....	65,464
Surprise city, AZ.....	117,517	Yuma city, AZ.....	93,064
Suwanee city, GA.....	15,355		

## Appendix G: Survey Materials

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The following pages display the questionnaire and other survey materials for the 2014 Rockville Citizen Survey.



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City of Rockville  
111 Maryland Avenue  
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Permit NO. 94



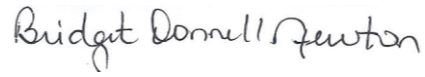
City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94

Dear Rockville Resident,

Your household has been selected at random to participate in an anonymous community survey about City of Rockville services and quality of life. You will receive a copy of the survey next week in the mail along with instructions for completing and returning it. We are only mailing surveys to 2,000 households, so your response is extremely important and will assist us in improving services for the entire city. Many thanks in advance for your help.

Sincerely,

A handwritten signature in black ink that reads "Bridget Donnell Newton". The script is cursive and fluid.

Bridget Donnell Newton  
Mayor

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Bridget Donnell Newton  
Mayor



City of Rockville  
111 Maryland Avenue  
Rockville, Maryland  
20850-2364  
www.rockvillemd.gov

240-314-5000  
TTY 240-314-8137

October 2014

Dear Rockville Resident:

Congratulations! You have been randomly selected to participate in the 2014 City of Rockville Community Survey. The City is providing you with this important opportunity to tell us what you think of our service delivery and how you view the quality of life in Rockville. Your participation in this process is very important because only 2,000 households will be asked to complete the survey. The overall goal of this process is to use your feedback to help us further improve the high level of services that our residents have come to expect and enjoy.

With this in mind, I ask that you please take a few minutes to fill out the enclosed survey and **return it within two weeks**. Your feedback will help Rockville serve you in the best way possible.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult (18 years or older) in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

**[www.n-r-c.com/survey/rockville.htm](http://www.n-r-c.com/survey/rockville.htm)**

Individuals with disabilities who would like to receive information in another form may contact the City's ADA Coordinator at 240-314-8108 (TTY 240-314-8137). If you have any questions about this survey, please call Louise Atkins, Council Support Specialist, at 240-314-8139.

The 2014 Community Survey analysis and results will be available on the City's website at [www.rockvillemd.gov](http://www.rockvillemd.gov) in spring 2015.

Please let me extend my appreciation to you for taking the time to participate in this important process and to share your input with us. Rockville is very excited about this survey and looks forward to receiving your feedback.

Sincerely,

Bridget Donnell Newton  
Mayor

**¡Encuesta de Rockville Community 2014! Llame al (855) 824-3537 para acceder a una encuesta en su idioma y obtener asistencia.**

**2014年Rockville社区调查！如果您需要用自己熟悉的语言填写这份问卷，请致电(844) 884-9651寻求帮助。**

**2014年Rockville社區調查！如果您需要用自己熟悉的語言填寫這份問卷，請致電(844) 884-9651尋求幫助。**

**Опрос жителей Роквилла «Rockville Community Survey» 2014 г.! Позвоните по телефону (855) 746-6746, чтобы получить копию опроса на вашем языке или иную помощь.**

**Bản Thăm Dò Ý Kiến Cộng Đồng Rockville 2014! Xin gọi (888) 924-8235 để nhận bản thăm dò ý kiến bằng ngôn ngữ quý vị và hỏi xin giúp đỡ.**

**2014 특별 커뮤니티 설문조사! 설문지를 귀하의 언어로 받으시거나 도움을 받으시려면 (844) 884-9703으로 전화하세요.**

MAYOR  
Bridget Donnell Newton

COUNCIL  
Beryl L. Feinberg  
Tom Moore  
Virginia D. Onley  
Julie Palakovich Carr

CITY MANAGER  
Barbara B. Matthews

ACTING CITY CLERK  
Sara Taylor-Ferrell

CITY ATTORNEY  
Debra Yerg Daniel



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Debra Yerg Daniel

October 2014

Dear Rockville Resident:

Approximately two weeks ago, you should have received a copy of the enclosed 2014 City of Rockville Community Survey. **Please disregard this notification if you have already completed the survey and returned it.** If you have not had an opportunity to complete the survey, we would appreciate it if you would do so now. The City of Rockville is providing you with this important opportunity to tell us what you think of City service delivery and how you view the quality of life in Rockville.

With this in mind, I ask that you please take a few minutes to fill out the enclosed survey and **return it within two weeks**. Your feedback will help Rockville serve you in the best way possible.

**A few things to remember:**

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult (18 years or older) in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

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# 2014 City of Rockville Community Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only. Results are tabulated by a company independent of the City. Thank you.

## 1. Please rate your quality of life in Rockville.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall, how would you describe the quality of life in the City of Rockville?.....	1	2	3	4	5
How do you rate the overall quality of your neighborhood?.....	1	2	3	4	5
How do you rate Rockville as a place to raise children? .....	1	2	3	4	5
How do you rate Rockville as a place to retire?.....	1	2	3	4	5

## 2. Please rate each of the following characteristics of Rockville.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community.....	1	2	3	4	5
Overall appearance of Rockville.....	1	2	3	4	5
Opportunities to be heard and have a say in what happens in Rockville.....	1	2	3	4	5
Opportunities to attend cultural or arts events.....	1	2	3	4	5
Health and wellness opportunities in Rockville.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds ...	1	2	3	4	5
Overall quality of business and service establishments in Rockville .....	1	2	3	4	5
Availability of affordable housing .....	1	2	3	4	5
Ease of travel in Rockville by bicycle.....	1	2	3	4	5
Ease of travel in Rockville by walking .....	1	2	3	4	5
Ease of travel in Rockville by transit.....	1	2	3	4	5
Ease of travel in Rockville by car .....	1	2	3	4	5
Quality of new residential development.....	1	2	3	4	5
Quality of new commercial development .....	1	2	3	4	5
Drinking water quality.....	1	2	3	4	5
Rockville's natural environment.....	1	2	3	4	5

## 3. Why do you choose to live in Rockville? (Please check all that apply.)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Family lives here/born or raised here | <input type="checkbox"/> City services      | <input type="checkbox"/> Amenities (community centers, parks, library, etc.) |
| <input type="checkbox"/> Job was here (or nearby)              | <input type="checkbox"/> Safe community     | <input type="checkbox"/> Diversity of people                                 |
| <input type="checkbox"/> It's close to Washington D.C.         | <input type="checkbox"/> Good neighborhoods | <input type="checkbox"/> Access to public transportation                     |
| <input type="checkbox"/> Family-friendly                       | <input type="checkbox"/> Good schools       | <input type="checkbox"/> Other: _____  |

## 4. How safe do you feel . . .

	<u>Very safe</u>	<u>Reasonably safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Crossing the street in Rockville .....	1	2	3	4	5	6
In your neighborhood during the day .....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In business areas in Rockville during the day .....	1	2	3	4	5	6
In business areas in Rockville after dark.....	1	2	3	4	5	6

## 5. In the last 12 months, about how many times have you, a family member in your home or other household member done the following things:

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>	<u>Don't know</u>
Used a Rockville park (includes trail, playground, ball fields/courts) .....	1	2	3	4	5	6
Used a Rockville recreation center* .....	1	2	3	4	5	6
Participated in a Rockville recreation program.....	1	2	3	4	5	6
Attended a City-sponsored special event (e.g., Hometown Holidays, Farmer's Market, July 4 <sup>th</sup> , Car Show) .....	1	2	3	4	5	6

\*(Glenview Mansion; F. Scott Fitzgerald Theatre; Rockville Swim and Fitness Center; Rockville Senior Center; Twinbrook, Lincoln Park, Montrose, Elwood Smith and Thomas Farm Community Centers; Pumphouse; Rockcrest Ballet Center; Croydon Creek Nature Center; Rockville SK8 Park)



**6. Have you had phone, in-person or e-mail contact with a City of Rockville government employee within the last 12 months (including receptionists, inspectors, police, planners, administrators, or any others)?**

- ☐ No → go to question 8  
☐ Yes

**7. What was your impression of City government employees in your most recent contact?**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>Not applicable</u>
Knowledge.....	1	2	3	4	5	6
Courtesy .....	1	2	3	4	5	6
Responsiveness.....	1	2	3	4	5	6
Follow-up (got back to you or took action if needed) .....	1	2	3	4	5	6
Overall customer service.....	1	2	3	4	5	6

**8. Please rate the quality of each of the following City of Rockville government services.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Refuse collection .....	1	2	3	4	5
Recycling services .....	1	2	3	4	5
Yard waste collection .....	1	2	3	4	5
Leaf pick-up .....	1	2	3	4	5
Street repairs and maintenance .....	1	2	3	4	5
Snow and ice removal.....	1	2	3	4	5
Street sweeping.....	1	2	3	4	5
Adequacy of street lighting in your neighborhood .....	1	2	3	4	5
Street light maintenance .....	1	2	3	4	5
Street tree maintenance .....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Water and sewer services.....	1	2	3	4	5
City of Rockville utility billing.....	1	2	3	4	5
Building permit process.....	1	2	3	4	5
Providing planning and zoning information.....	1	2	3	4	5
Recreational programs .....	1	2	3	4	5
Recreation centers (see note on question #5 for full list) .....	1	2	3	4	5
Athletic fields (such as baseball/softball, soccer or football) .....	1	2	3	4	5
Playgrounds (play equipment).....	1	2	3	4	5
Range of activities available in parks and recreation centers and facilities .....	1	2	3	4	5
City-sponsored special events (see question #5 for examples) .....	1	2	3	4	5
Appearance of City parks .....	1	2	3	4	5
Residential property maintenance code enforcement .....	1	2	3	4	5
Commercial property maintenance code enforcement .....	1	2	3	4	5
Enforcement of traffic laws by Rockville Police Department .....	1	2	3	4	5
Crime prevention efforts.....	1	2	3	4	5
Overall City of Rockville police services .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Environmental protection and sustainability initiatives.....	1	2	3	4	5
Senior citizen programs and services.....	1	2	3	4	5
Services to youth (summer camps/playgrounds, after school programs, childcare, teen activities, swim classes, sports, etc.).....	1	2	3	4	5
The Rockville Channel (Cable Channel 11) programming .....	1	2	3	4	5
The City of Rockville's website (www.rockvillemd.gov).....	1	2	3	4	5

**9. Overall, how would you rate the quality of services in Rockville?.....**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
	1	2	3	4	5

**10. Please rate to what extent you agree or disagree with each of the following statements about the City of Rockville Government.**

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neither agree nor disagree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
I receive good value for the City taxes I pay .....	1	2	3	4	5	6
I am pleased with the overall direction that the City government is taking.....	1	2	3	4	5	6
The City welcomes citizen involvement.....	1	2	3	4	5	6
The City budgeting process is open and understandable to residents.....	1	2	3	4	5	6
The City listens to its residents .....	1	2	3	4	5	6
I am pleased with the overall performance of the City of Rockville Mayor and Council .....	1	2	3	4	5	6

**11. Have you used the City's website (www.rockvillemd.gov) in the last 12 months?**

☐ No → go to question 13      ☐ Yes

**12. If you used the City's website in the last 12 months, please rate the following aspects.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Current information .....	1	2	3	4	5
Appearance .....	1	2	3	4	5
Online services offered .....	1	2	3	4	5
Ease of navigation .....	1	2	3	4	5
Search function .....	1	2	3	4	5

**13. Please rate your preference for receiving information about the Rockville City government from each of the following City sources.**

	<u>Strongly prefer</u>	<u>Somewhat prefer</u>	<u>Not at all prefer</u>
<i>Rockville Reports</i> (the City's monthly newsletter).....	1	2	3
The Rockville Channel (Cable Channel 11 or Video On Demand) .....	1	2	3
City of Rockville's website (www.rockvillemd.gov).....	1	2	3
Public meetings .....	1	2	3
Printed materials (e.g. fliers, postcards, brochures).....	1	2	3
Email notifications .....	1	2	3
A civic association/homeowner association newsletter or listserve .....	1	2	3
Social networking (e.g. Facebook, Twitter, etc.).....	1	2	3

**14. Please rate how important, if at all, each of the following is for Rockville to address in the next two years:**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Crime.....	1	2	3	4	5
Growth and development.....	1	2	3	4	5
Transportation and traffic congestion .....	1	2	3	4	5
Increase quality and amount of opportunities to eat healthy.....	1	2	3	4	5
Increase quality and amount of opportunities to be active .....	1	2	3	4	5
Increase quality and amount of bike lanes .....	1	2	3	4	5
Job creation .....	1	2	3	4	5
Services for seniors and the aging population .....	1	2	3	4	5
Services for youth.....	1	2	3	4	5
Services to provide effective and timely communication to citizens.....	1	2	3	4	5
Be prepared for unforeseen or natural disasters.....	1	2	3	4	5
Implement changes in service delivery to reduce the tax rate .....	1	2	3	4	5
Increase quality and availability of online services on the City's website .....	1	2	3	4	5
Maintain public infrastructure (such as roads, bridges, public buildings, etc.) .....	1	2	3	4	5

15. In the last 12 months, about how many times, if at all, have you or another household member ridden a bicycle...

	2 times a week or more	2 to 4 times a month	Once a month or less	Not at all
To shop, get a meal, or run errands .....	1	2	3	4
For commuting.....	1	2	3	4
For fun or exercise .....	1	2	3	4

16. Do you have any other comments about the services provided by the City or the job that the City of Rockville is doing? (Please continue onto the back of this page if more space is needed.)

These last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Rockville?

\_\_\_\_\_ years

D2. What best describes your home? Is it a . . .

- ☐ One family house detached from any other houses
- ☐ A duplex or townhouse
- ☐ A building with three or more units
- ☐ Other

D3. Do you rent or own your home?

- ☐ Rent
- ☐ Own

D4. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 to \$2,999 per month
- ☐ \$3,000 or more per month

D5. Do you have access to the Internet at home, work or school?

- ☐ No
- ☐ Yes

D6. Are you Spanish/Hispanic/Latino?

- ☐ No
- ☐ Yes

D7. What is your race? (Please check all that apply.)

- ☐ American Indian or Alaskan native
- ☐ Asian or Pacific Islander
- ☐ Black or African American
- ☐ White/Caucasian
- ☐ Other

D8. Do you speak a language other than English at home?

- ☐ No, English only → go to question D10
- ☐ Yes → which language?
  - ☐ Persian/Farsi
  - ☐ Spanish
  - ☐ Chinese
  - ☐ Korean
  - ☐ Vietnamese
  - ☐ Russian
  - ☐ Other

D9. How well do you speak English?

- ☐ Very well
- ☐ Well
- ☐ Not well
- ☐ Not at all

D10. What is your sex?

- ☐ Male
- ☐ Female

D11. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

D12. What was your household's total annual income in 2013?

- ☐ Less than \$25,000
- ☐ \$25,000 - \$49,999
- ☐ \$50,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 - \$199,999
- ☐ \$200,000 or more

Thank you very much for completing this survey. Your opinions and feedback are appreciated.

Please return this survey in the enclosed postage-paid envelope to:

City of Rockville  
111 Maryland Avenue  
Rockville, MD 20850

Dear Rockville Resident,

Recently, you should have received a copy of the 2014 City of Rockville Community Survey.

If you have already returned the questionnaire, you do not need to do anything. If you have NOT returned the questionnaire, please take a few moments to find it, answer the questions, and mail it as soon as possible using the enclosed postage-paid envelope. If you have misplaced the survey and need another copy, please call Louise Atkins at 240-314-8139 and she will mail another to you.

Thank you very much!

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Thank you very much!



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City of Rockville  
111 Maryland Avenue  
Rockville, MD 20850-2364

**Community  
Survey  
Enclosed**

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PERMIT NO. 94



## **The 2014 City of Rockville Community Survey**

Information Sources Preference by Demographic Subgroups

January 2015



2955 Valmont Rd., Suite 300 • Boulder, Colorado 80301  
t: 303-444-7863 • f: 303-444-1145 • [www.n-r-c.com](http://www.n-r-c.com)

The following table contains breakdowns of the results from question 13 by demographic subgroups within Rockville. Where differences between subgroups are statistically significant ( $p < 0.05$ ), they are shaded grey.

Information Source Preferences by Demographic Subgroups														
Please rate your preference for receiving information about the Rockville City government from each of the following City sources. (Percent "strongly" or "somewhat" prefer)	Age			Household income				Race		Ethnicity		Asian		City overall
	18-34	35-54	55+	Less than \$49,999	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	White	Non-white	Non-Hispanic	Hispanic	Asian or Pacific Islander	Non-Asian	
Rockville Reports (the City's monthly newsletter)	82%	87%	90%	85%	89%	86%	82%	86%	87%	88%	81%	89%	86%	87%
The Rockville Channel (Cable Channel 11 or Video On Demand)	33%	48%	47%	63%	45%	42%	27%	38%	53%	42%	53%	50%	42%	43%
City of Rockville's website (www.rockvillemd.gov)	89%	89%	73%	82%	81%	90%	84%	84%	85%	84%	83%	85%	84%	84%
Public meetings	56%	55%	65%	67%	59%	59%	43%	55%	65%	59%	55%	62%	58%	59%
Printed materials (e.g. fliers, postcards, brochures)	77%	80%	84%	84%	79%	83%	72%	82%	79%	82%	74%	83%	80%	81%
Email notifications	77%	79%	68%	72%	70%	78%	78%	71%	80%	76%	70%	78%	74%	75%
A civic association/homeowner association newsletter or listserve	72%	73%	72%	71%	71%	74%	75%	70%	76%	73%	70%	75%	72%	73%
Social networking (e.g. Facebook, Twitter, etc.)	73%	49%	28%	59%	51%	57%	40%	42%	61%	49%	51%	65%	44%	49%